



For Immediate Release
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American Portfolios Featured in Wall Street and Technology Magazine for Embracing Cloud Computing

HOLBROOK, N.Y. (May 13) — American Portfolios Financial Services, Inc. (APFS) and CEO Lon T. Dolber were featured in the May 2011 edition of Wall Street and Technology magazine. The issue, which was released in digital format, focused entirely on cloud computing; additionally, an article on compliance with cloud services titled, “Diving In,” was dedicated solely to American Portfolios and the company’s technological advancements. In this feature article, Dolber discusses APFS’ “cloud journey,” with e-mail archiving and compliance by LiveOffice. He lists the decisions that went into selecting a service and the benefits derived by both the broker/dealer and advisors.

The article explains Dolber’s vision of a distributed e-mail compliance system in which the firms’ 100 supervising representatives each would take responsibility for daily review of his or her field staff’s e-mails. Dolber began researching cloud-based e-mail archiving solutions, finally settling on LiveOffice due to their superior level of customer service. Another plus was the LiveOffice interface, designed for business users, which enabled compliance staff to take ownership of administrative tasks, such as creating and updating keyword alert lexicons. Dolber also liked that “50 percent” of APFS representatives “were already familiar with LiveOffice” and knew it would help speed overall adoption.

With the new system in place by April 2010, Dolber reflected that now “we’re catching instances where we need to counsel representatives early on, permitting us to head off possible compliance issues.” Another plus, Information Technology is no longer involved; compliance staff can easily alter the alert lexicon with a few mouse clicks. Recently, two e-discovery requests were met within an eight-hour day, rather than the two weeks required previously. Overall, the implementation of the system has had a dramatic impact on APFS as a whole by helping position the firm for growth.

About American Portfolios

Headquartered in Holbrook, N.Y., APFS is a full-service independent broker/dealer offering a complete range of financial services, including personal financial and retirement planning, securities trading, mutual funds, access to investment research, long-term care planning, insurance products and tax-free investing. Fee-based asset management is offered through its subsidiary company, American Portfolios Advisors, Inc., (APA), an SEC registered investment advisor. Full-service securities brokerage is available through its clearing firm relationship with Pershing, LLC, the securities of which are held on a fully disclosed basis. The company currently serves more than 786 independent investment professionals located in 362 branch locations throughout the nation.

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