For Immediate Release
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American Portfolios Financial Services Introduces Advisors4Advisors

HOLBROOK, N.Y. (February 23)—American Portfolios Financial Services, Inc. (APFS) is pleased to introduce the services of Advisors4Advisors.com (A4A), a practice management Web service tailored specifically to independent financial advisors. A4A—developed by Andrew Gluck, CEO and founder of Advisor Products, Inc.—is a paid online subscription service and, through American Portfolios, is being provided to affiliated colleagues absolutely free of charge.

APFS prides itself on working with valued advisors in order to aid in finding solutions, resources and tools that will allow them to operate more efficiently as business owners. After much research in the field of third-party service providers, APFS senior management came upon A4A, which provides the most constructive, interactive, advisor focused and readily accessible content to support advisors and their growing practices.

A4A features include: investment technology and industry news aggregated from financial services industry sources every business day and sent as a daily digest to advisors' e-mail; interactive, practice management blogs from vetted industry experts about portfolio management, estate planning, taxes, marketing and technology; advisor ratings of software to manage money and the advisory business; weekly financial advisor webinar series with 40 credits of CFP, CIMA, CIMC and CPWA; and webinars with 24/7 replays. A4A also permits advisors the opportunity to connect and share expertise with advisors within and outside of American Portfolios.

Affiliated colleagues can access A4A through the APFS Broker Web site or by clicking on "Advisors4Advisors," located under AP Links on the front page of the APFS internal newsletter, The Independent.

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.

About Advisor Products, Inc.

Based in Jericho, N.Y., and founded in 1996, Advisor Products, Inc. is a client communications and marketing company serving over 1,800 of the nation's leading independent financial advisors. API creates Web sites, client newsletters, brochures, and stationary, and assists advisors with branding, writing their marketing copy, and designing a logo. API employs a staff of over 20 writers, web developers, graphic artists, and programmers. The company offers advisors a long-term relationship with experts in independent advisor marketing.

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