



For Immediate Release
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APFS Pays Tribute to Sept. 11, 2011

HOLBROOK, N.Y. (September 9) — Sept. 11, 2001, marks American Portfolios Financial Services, Inc. (APFS) first day as a fully functioning, independent broker/dealer. Throughout the years, APFS has made multiple gestures in an effort to pay tribute to those lost and to commemorate the 10th anniversary of a day our nation and APFS will never forget.

Each year on Sept. 11, the APFS Web site has been redirected to a memorial page from 8:46 a.m. to 9:30 a.m., and access to the main portion of the Web site is denied as a sign of reflection and respect. Given that Sept. 11 falls on a Sunday this year, the APFS Web site will remain available to all affiliated colleagues. Alternatively, in memory of those lost, APFS has placed a full page commemorative ad in Long Island's Newsday and has sponsored a cobblestone at the 9/11 Memorial in New York City.

President and CEO Lon T. Dolber borrowed words from Lincoln's Gettysburg Address when adorning the cobblestone with the quote, "To our fellow Americans who gave the last full measure of devotion." Although APFS opened its doors on one of the most tragic days in history, like America, we have prevailed and take pride in how far we have come.

About American Portfolios

Headquartered in Holbrook, N.Y., APFS is a full-service independent broker/dealer and member firm of FINRA and SIPC, 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 sister subsidiary, American Portfolios Advisors, Inc., (APA), an SEC registered investment advisor. Both entities, along with technology division American Outsources, LLC (AO) collectively reside under the legal entity, American Portfolios Holdings, Inc. Full-service securities brokerage is available through a clearing firm relationship with Pershing, LLC, a BNY Mellon firm, 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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