



PRESS RELEASE



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NAIFA Advances Commitment to Ethics

FALLS CHURCH, VA — June 9, 2008 — The National Association of Insurance and Financial Advisors (NAIFA), the nation's largest financial services membership organization, has introduced a new multimedia educational program to help members deal with the ethical situations they face in their day-to-day activities as financial professionals.

Dealing with Ethical Issues in Financial Services has been developed in conjunction with the American College's Center for Ethics in Financial Services. Program participants are presented with ten situations they may encounter in their daily work and are asked to assess their reaction to the situations. The various scenarios are then addressed by two of The American College's faculty, Ronald Duska, Ph.D. and Julie Ragatz, MA, and brief interactive discussions follow each session.

"NAIFA is committed to promoting ethical behavior," said John J. Healy, CAE, NAIFA CEO. "This program provides practical information to help members serve their clients while adhering to ethical and professional standards."

Dealing with Ethical Issues in Financial Services is part of the successful Programs in a Box series of multimedia educational programs delivered by NAIFA's state and local associations.

"The Programs in a Box series offers our state and local associations the tools they need to educate members at the local level," said Diane W. Powers, NAIFA's Vice President of Professional Development & Education. "Programs are developed and taught by industry leaders, offering our members access to the best in the industry, and many are eligible for state continuing education credit."

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NATIONAL ASSOCIATION OF INSURANCE AND FINANCIAL ADVISORS

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For more information about NAIFA's Program in a Box series, please contact Samantha Blodgett at sblodgett@naifa.org or see NAIFA's Programs in a Box page at www.naifa.org/benefits/education/pib.cfm.

NAIFA members wishing to display their commitment to ethics may download a copy of the NAIFA Code of Ethics at www.naifa.org.

The American College is a non-profit educational institution with the highest level of academic accreditation dedicated to leadership in innovative training and development for financial services professionals. Serving as a valued business partner to banks, brokerage firms, insurance companies and others for 80 years, The American College has assembled a faculty of the foremost thought leaders in the industry to help companies and their employees succeed.

About NAIFA: Founded in 1890 as the National Association of Life Underwriters, the **National Association of Insurance and Financial Advisors** comprises nearly 800 state and local associations representing the business interests of 60,000 members nationwide. Members focus their practices on one or more of the following: life insurance and annuities, health insurance and employee benefits, multiline, and financial advising and investments. NAIFA's mission is to advocate for a positive legislative and regulatory environment, enhance business and professional skills, and promote the ethical conduct of its members. Visit NAIFA's website at www.naifa.org.