



PRESS RELEASE



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NAIFA Partners with Financial Services Online to Provide Free Member Access to the NAIFA Virtual Library

FALLS CHURCH, VA (June 20, 2008) — The National Association of Insurance and Financial Advisors (NAIFA) and Financial Services Online, providers of the Virtual Sales Library and Virtual Sales Assistant, have partnered to offer NAIFA members a new benefit as part of NAIFA's expanding professional development system. The NAIFA Virtual Library provides NAIFA members with free, unlimited 24/7 access to an extensive online resource library that includes fact finders, concept pages, business tips and tools, client presentations, tax information and specimen documents, all tailored to serve the needs of insurance and financial planning professionals.

"Members are looking to NAIFA to provide them with a competitive edge, and the tools they need to be successful in business," says Jeffrey J. Taggart, CLU, ChFC, LUTCF, president of NAIFA. "Through many programs, including expanding professional development offerings, NAIFA is delivering."

As a unique feature, the NAIFA Virtual Library provides exclusive search functions that allow NAIFA members to browse the online library's extensive menu based on their practice/product specialty or career level. For example, a NAIFA member who has specialized in Life Insurance for more than five years can search the library for the necessary tools, tips and resources applicable to his/her business needs.

"NAIFA has made a promise to deliver member benefits unequalled by any other professional association," said Keith Gillies, MBA, CFP, CLU, ChFC, chairman of NAIFA's Member Benefits Committee. "While advocacy is still our most important member benefit, the value of our new library will help us retain and attract members by its value alone."

Accessed via members-only section of NAIFA's web page, the NAIFA Virtual Library's interactive features provide members with comprehensive insight on how to best use and apply the wealth of information found within the Library. Each month, the site will be updated to incorporate and highlight useful tips, tools, fact finders, and quick links to resources found within the Library that ultimately lead a NAIFA member down the path of future business success.

NATIONAL ASSOCIATION OF INSURANCE AND FINANCIAL ADVISORS

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NAIFA members are also entitled to a free 30-day trial of an upgraded product, the NAIFA Virtual Assistant. The NAIFA Virtual Assistant includes all the content available within the NAIFA Virtual Library, plus such business and practice management features as a personalized home page, analysis calculators, referred lead generators, customizable slide presentations, exclusive e-newsletters and more. After the free trial, members will have the option to continue the NAIFA Virtual Assistant at a 20% discount off the standard price.

"As a long time NAIFA member, I'm pleased to join NAIFA in providing the NAIFA Virtual Library to all members," said Bill O'Quinn, CLU, ChFC, RFC, President of Financial Services Online and Managing Partner of the Virtual Sales Assistant. "We think all NAIFA Members will find this new member benefit extremely valuable regardless of their current insurance and financial services career level or practice specialty."

To learn more about the NAIFA Virtual Library, visit www.naifa.org or contact NAIFA's Professional Development Department at 877-866-2432.

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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.

About Financial Services Online: Since 1996, Financial Services Online has provided financial and insurance advisors with the most comprehensive backroom support tool in the industry, the Virtual Sales Assistant (VSA). The VSA provides a single location for all information needed for an advisor to operate a professional practice at a very reasonable price. The VSA is available 24/7 and includes the most current and compliant support and reference tools.