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NAIFA Graphic Designer Wins Pair of APEX Awards *Ellen Errico Honored With Two Awards for Publication Excellence*

FALLS CHURCH, VIRGINIA (July 14, 2008) — The National Association of Insurance and Financial Advisors (NAIFA) offers congratulations to staff member Ellen Errico for winning two 2008 APEX Awards of Excellence for her work. Ellen's design for the NAIFA 2008 Convention and Career Conference website received recognition in the category of Web and Internet Site Design and Illustration, and her work on the NAIFA Corporate Partnerships Brochure was honored in the Corporate Capability and Identity Materials category.

Awarded by Communications Concepts, Inc., the 2008 APEX Awards recognize and reward excellence in graphic design, editorial content and the ability to achieve overall communications excellence. APEX Grand Awards honor the outstanding works in each main category, while APEX Awards of Excellence recognize exceptional entries in each of the sub-categories. With close to 4,500 entries, competition was exceptionally intense.

Recently promoted to Senior Graphic Designer, Ellen Errico has been providing outstanding design talent, as well as artistic and technical leadership at NAIFA since August 2004. The latest awards add to her growing list of accomplishments that includes four other APEX Awards received in 2006 and 2007.

"The staff at our national headquarters continues to provide NAIFA members with more and more reasons to be excited," says Cliff F. Wilson, CLU, ChFC, LUTCF, president-elect of NAIFA. "As chair of NAIFA's 2008 Convention and Career Conference, I'm very proud of the design and function of the conference website. We have a terrific event planned, and our website reflects the energy and excitement we are creating."

Adds NAIFA CEO John J. Healy, CAE, "I couldn't be more proud of Ellen and the other outstanding team members we have at NAIFA. We've promised our member investors a

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very high level of professionalism and exceptional results. This is one example of what we have already delivered and are capable of delivering to help our members succeed and prosper in the continuously changing marketplace.”

To view Ellen Errico’s award-winning design, visit: www.naifa.org/convention. While there, go ahead and register to attend NAIFA’s 2008 Convention and Career Conference.

To learn more about the value of NAIFA membership, visit www.naifa.org or contact NAIFA 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.

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