



PRESS RELEASE



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NAIFA and LifeMark Securities Corp. Announce Membership Collaboration

FALLS CHURCH, VA — June 27, 2008 — FALLS CHURCH, VA — June 27, 2008 —The National Association of Insurance and Financial Advisors (NAIFA) and LifeMark Securities Corp. have announced a unique new arrangement to promote NAIFA membership to LifeMark Securities Corp.'s independent representatives. In this first-of-its-kind agreement with a broker-dealer organization, LifeMark Securities Corp. will pay the full cost of NAIFA membership dues for current company representatives, and will provide no-cost NAIFA membership as a benefit to new hires.

LifeMark Securities Corp.'s support for NAIFA signifies NAIFA's relevance to the independent and broker-dealer segments of the industry.

"There is strength in numbers, and so much to be gained by membership in NAIFA. The professionals who are active members of NAIFA are on the leading edge, and have definite advantages over their non-member competitors," says Jeffrey J. Taggart, CLU, ChFC, LUTCF, president of NAIFA. "Large carriers, as well as independent broker-dealers are realizing the value of membership. We're thrilled that LifeMark Securities Corp. is providing this benefit to its representatives, and invite other corporations to consider making use of NAIFA's programs that strengthen individual producers while raising the standards of the industry."

In addition to support from membership dues, LifeMark Securities Corp. has committed to becoming a major sponsor of NAIFA's upcoming Annual Convention and Career Conference, being held September 6-10, 2008, in San Diego, California. The company has also provided feedback on how NAIFA's forthcoming Professional Development System – a suite of tools being created to provide NAIFA members at every stage of their career with

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NATIONAL ASSOCIATION OF INSURANCE AND FINANCIAL ADVISORS

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the resources they need to succeed – can be designed to incorporate value added-components tailored to benefit independent representatives.

Jim Prisco, President of LifeMark Securities Corp., explains, “The financial services industry is ever changing. There is a constant evolution of products, sales methods, and rules and regulations that govern these products and their sales. Among other benefits, the NAIFA federation provides educational programming that keeps its members aware of these changes and works tirelessly to advocate for proper legislation and regulation through its lobbying efforts.”

“LifeMark Securities Corp. is excited about the opportunities this relationship presents for its representatives and advisors,” Prisco added.

- For more information about this or other NAIFA corporate partnership initiatives, please contact Anne Meredith Mandeville, NAIFA Director of Corporate Partnerships, at amandeville@naifa.org or (703) 770-8218.
- For more information about membership, sponsorships or to register for NAIFA’s Annual Convention and Career Conference, visit www.naifa.org/convention.

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 LifeMark Securities Corp.: Founded in 1983, **LifeMark Securities Corp.** is a broker dealer and SEC registered RIA servicing independent financial service professionals throughout the United States. LifeMark Securities Corp. is committed to providing its producers with a premier array of products and personalized services that correspond to their needs in servicing their clients. You may visit LifeMark Securities Corp.’s website at www.lifemark.com.