



News Release

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NAIFA to Offer Potential Scholarship Program *Scholarships to benefit NAIFA members in need*

FALLS CHURCH, VA — March 9, 2009 — The National Association of Insurance and Financial Advisors (NAIFA), the nation's largest financial services membership organization, and The American College, the nation's leading non-profit financial services educator, announced today that they have entered into a new agreement that offers NAIFA members potential scholarships for courses offered by The American College beginning in 2010.

To obtain the scholarships, course registrations for the popular LUTCF and FSS programs — offered exclusively by The American College — must exceed a specified target in 2009. NAIFA would then be credited with scholarship funding for the following year. NAIFA National will establish a structure through its state and local associations to award scholarship funding for courses offered by The American College for deserving students with demonstrated financial need.

"This potential scholarship program will directly benefit NAIFA members," said John J. Healy, CAE, CEO of NAIFA. "It demonstrates NAIFA's emphasis on education as a key member benefit, and is really a pay-it-forward program. LUTCF and FSS courses are the premier skills training and educational programs available in the profession today. The more NAIFA members who enroll in LUTCF or FSS programs in 2009, the more we will be able to help those in financial need who could benefit from the courses offered by The American College in 2010," said Healy.

Explained Larry Barton, Ph.D., president and CEO of The American College, "It's clear that advisors taking LUTCF and FSS courses serve their clients more effectively and are more successful in their careers." He added, "The College is committed to doing all we can during this challenging economic environment to expand access to these valuable programs, and we're pleased to have NAIFA as a partner in this effort."

To learn more about the program, visit www.naifa.org/benefits/education/professional.cfm or contact Samantha Blodgett, Director of Education Programs, at 703-770-8216 or Email: sblodgett@naifa.org.

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.

The American College is dedicated to leadership in innovative training and development that helps financial services companies and their employees succeed. As a non-profit educational institution holding the highest level of academic accreditation, The College has served as a valued business partner to banks, brokerage firms, insurance companies and others for over 82 years. The American College's faculty represents some of the financial services industry's foremost thought leaders. For more information, visit TheAmericanCollege.edu