

# WHAT'S NEW

## First Allied's Advisor Marketing System:



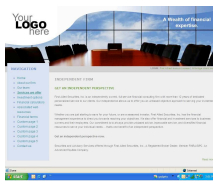
### Online Editor Version 2

The new AMS Editor Version 2 allows you the same editing customization and dynamic branding you're accustomed to but with increased user functionality, including picture placement, a larger edit window, instantaneous spell checking, special character use and many more new features.



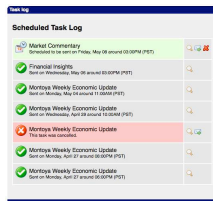
### FN Update Webcasts

Deliver webcasts of the week's market news and top financial stories right to your clients via your own branded media player. Become your clients' recognized source for market news, delivered automatically just as if you'd sent them a link to the evening news.



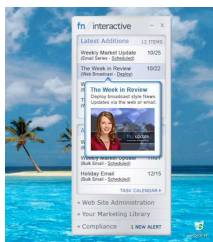
### New Flash Websites

Select new, flash animated website designs for your web presence. Automatically link new articles, webcasts and newsletters to your site ... impress your clients and prospects with your new image and current financial content.



### Automated Emailer

Now you can automate delivery of any market update, newsletter or webcast to you client groups. Put your Financial Insights, fn/Update and Daily Close emails on autopilot. Your clients will receive a dynamic email touch as part of your ongoing communication efforts ... and it's all automated by the AMS.



### AMS Desktop Application

Download the new Advisor Marketing Portal<sup>®</sup>, or AMP, and manage all your marketing activity right from your desktop for added convenience and time savings. With the AMP, you'll receive reminders of scheduled activities, be able to preview the latest compliance-approved content, and view upcoming webcasts and market updates without having to log into the AMS.

## Compliance Submissions Online ... 100%!

With the new electronic ad forms, tracked documents, and digital routing of submissions, compliance communication and approvals are now all seamlessly online. The new digital ad forms are easy to fill-out, stay linked with every submitted piece and automatically routes to your OSJ for approval. Save time and expedite your next request and approval via the AMS.

### *Plus many more new features and content:*

Advisor Branded Media Player • Print-on-Demand and Mailing Service • Monthly Newsletter • Search Engine Optimization • Google/Yahoo/Bing Client Referral Program ... *and much more.*