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FOR IMMEDIATE RELEASE

Increased demand for financial education in the workplace spurs Financial Finesse to expand their team of CFP educators and seek a VP of Financial Education Services

Manhattan Beach, CA October 24, 2006 - Financial Finesse, the nations' leading provider of unbiased financial education and guidance to corporations and credit unions, announced today they are seeking a Vice President of Financial Education Services to support their team of Certified Financial Planners™ (CFP's) in providing superior educational experiences for Financial Finesse's clients. Increased demand for Financial Finesse's award winning¹ programs is at an all time high as company executives' value financial education for both liability reasons and as an employee benefit. Working with over 400 clients including Fortune 500 companies and government agencies, Financial Finesse's programs address the mounting concern from all segments of industry for the financial security of their workforce. As of today, the Los Angeles based company is accepting candidates for the VP role and from Certified Financial Planners in the Los Angeles area interested in becoming a Resident Financial Planner.

This announcement comes on the heels of instrumental changes affecting the financial planning industry. The recent Pension Protection Act of 2006 makes sweeping changes to plan funding rules and administration; heralding the longevity of defined contribution plans requiring workers to take more control over their own savings and their retirement planning. For years, financial institutions and financial advisors have grappled with how to manage the conflicts of interest inherent in selling commission-based financial products and services. Meanwhile workers say they cannot afford to save for retirement, a recent Rutgers University survey indicates only 46% of workers believe they are saving enough for retirement; down from 52% in 2000. In response there has been a growth of interest in both financial education and fee based financial planning, and many major financial firms have begun to seriously explore these areas. At the same time, an entirely new industry has emerged—one where planners are not required to sell at all and instead are employed exclusively to educate.

Unlike traditional financial services firms, Financial Finesse does not sell or market any financial products or manage assets. Therefore suitable candidates for the VP role should have outstanding management skills and a passion for training and motivating teams to achieve the highest levels of service, rather than sales management skills. In a collaborative environment of team work and entrepreneurialism, the VP will manage and train the team of Resident Financial Planners to constantly improve our services to ensure excellence in product delivery to inspire people to change their behavior to develop a secure financial future.

In leading and developing this team, the VP should be adept at recognizing and utilizing various coaching and management styles to develop the full potential in a highly skilled team of diverse personalities. The team of Resident Financial Planners at Financial Finesse constitutes a 'think-tank' responsible for providing unbiased financial education and guidance through various mediums:

- Interactive workshops
- Phone counseling
- In-depth coaching sessions
- Email coaching
- Various online content and tools.

The need to educate consumers and provide them with the right tools and information has never seemed more urgent; and Financial Finesse is well positioned to be the trusted resource for

financial education programs. With the first of the Baby Boom generation turning 60 this year, soaring healthcare costs and a decline in benefits - many people are woefully neglecting to save enough for their retirement. According to a recent study, 45% of respondents have had to decrease contributions to savings to pay for health care expenses, with 26 percent lowering contributions to their retirement plan.²

Organizations have found that by providing a comprehensive financial education program, they can help their employees unravel the confusion over their benefits and through education, enable them to take action for a secure financial future. Candidates for the Vice President of Financial Education Services role and CFPs' in the Los Angeles area who are committed to education, are encouraged to send a resume and cover letter to jobs@financialfinesse.com

About Financial Finesse

Financial Finesse is an unbiased financial education company providing personalized and innovative counseling and coaching programs to employees at more than 400 companies. Financial Finesse partners with organizations to reach goals such as reducing fiduciary liability, increase plan participation, decreasing stress and increasing productivity through a unique approach to financial education. Financial Finesse does not sell any annuities nor do they manage assets; just provide people with the information they need to make informed decisions about their personal finances.

<http://www.financialfinesse.com>

Sources:

¹ Signature Award Winner, Profit Sharing Council of America 2004, 2005 & 2006
Education Provider of the Year Award by Institutional Investor 2006

² The 2005 EBRI Health Confidence Survey