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### **Paul Brahim Selected as Worksite Program Trainer**

**San Diego, CA, August 10, 2009** — StoneRiver–Emerald, a leading provider of marketing and technology solutions for the financial services industry, welcomes Paul Brahim as our expert trainer for the new *Complete Financial Management Workshop* Worksite Program.

“Paul brings a wealth of knowledge to our training platform that not only can be taught to other financial advisors, but can be replicated by those who want to pursue worksite marketing to build successful practices,” comments Paul Peterson, President of StoneRiver–Emerald.

For more than two decades, StoneRiver–Emerald has assisted financial professionals in developing successful seminar marketing events. One of the main presentation channels for seminar marketers is "co-sponsored" events — those conducted at the worksite. Until now, the challenge for our clients has been finding an appropriate sponsor, approaching the company for a sponsorship, and closing the deal. “Without an in-depth training program, coupled with a powerful seminar presentation, financial professionals would often give up before they got started,” says Peterson. “The power of *The Complete Financial Management Workshop* presentation paired with the wisdom of Paul Brahim will be unmatched in our industry.”

Since 1992, Mr. Brahim and his team have provided worksite personal financial planning training to the employees of both local and national corporations. The employees of such notable corporations as ALCOA, ARCO Chemical, Baker Engineering, Bayer Corporation, The Hillman Company, Successful Money Management Seminars, USX, The Western Pennsylvania Hospital, and Wheeling-Nisshin Steel have benefited from his instruction.

Additionally, he has served as an Instructor in Personal Financial Planning for the Lifelong Learning Programs at Carnegie Mellon University, Indiana University of Pennsylvania, Seton Hill College, and Washington and Jefferson College.

“I am thrilled to have been selected to provide professional worksite marketing training to the clients of StoneRiver–Emerald and look forward to sharing my knowledge with others in hopes of getting more financial advisors involved in this relatively untapped market place,” says Brahim.

The first training session will be held October 16 – 17, 2009. Advisors interested in attending should contact a Seminar Marketing Consultant at (800) 233-2834. More details will be on our Web site at [www.emerald.stoneriver.com](http://www.emerald.stoneriver.com) in the coming weeks.

#### *About StoneRiver–Emerald*

For over 20 years, Emerald has served as a marketing resource and partner to thousands of financial professionals, providing innovative products to help build and grow profitable businesses. As StoneRiver–Emerald, we continue to bring the best in effective marketing solutions to thousands of agents and brokers, and hundreds of insurance companies and broker-dealers. Our turnkey seminars, client newsletters, personalized Web sites, online automatic marketing, and full-service printing and direct-mail support now set the benchmark for the industry and have made us #1 in our field.