

For Immediate Release:
June 1, 2010

For more information, contact:
Heather Hinkle, VP, Marketing
Emerald
858-207-5569
Heather.hinkle@emeraldconnect.com

Emerald launches NEW [EmeraldConnect.com](http://www.emeraldconnect.com)

San Diego, CA, June 1, 2010 — Emerald, one of the largest content providers in the financial services industry, launched a new, customer-focused corporate Web site this month. The site, www.emeraldconnect.com, reinforces Emerald's new branding strategy and delivers solutions-based marketing tools to help advisors achieve their overall goals and objectives.

"EmeraldConnect.com is a powerful resource for the financial community to learn strategies on prospecting for new business, retaining existing clients, and branding their practices," says Paul Peterson, President of Emerald. "Financial advisors, whether seasoned or new to the business, need a marketing partner that not only has thought through the best methods to help them achieve their goals but can demonstrate success and provide the tools necessary to help them build profitable businesses."

EmeraldConnect.com is also a storefront for busy advisors who need access to marketing products after normal business hours. Using Emerald's enhanced online ordering capabilities, advisors can browse the Web site and order items at their convenience.

About 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. 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 number one in our field.