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EMERALD ANNOUNCES NAME CHANGE AND REBRANDING

San Diego, Calif., January 4, 2010 – Emerald, a StoneRiver company and a leading provider of marketing tools for financial professionals, announced today that after nearly a year of rebranding itself to StoneRiver, the company will be known as Emerald. Over the coming months, the business will undergo a branding transition back to its former name.

“The name Emerald has been recognized in the financial industry for over 20 years,” said Paul Peterson, President of Emerald. “The transition in 2009 to StoneRiver validated our initial concern that the financial community would not embrace the name change. Now, after nearly a year, we’ve negotiated the use of our true name and are in the process of getting our business back to where it started.”

In addition to changing the name back to Emerald, there are a few other branding elements that clients will notice in the new year. Emerald will drop the word “Publications” from its original company name and introduce a new logo and tagline: *Your Marketing Connection*. Other changes include the launch of www.emeraldconnect.com as the new Emerald Web site URL and emeraldconnect as the email alias.

Paul Peterson notes that, “We wanted to develop a look-and-feel that describes what we do today. Emerald Publications was the original name founded when the company primarily produced printed marketing tools, namely financial seminars. Today, we continue to offer printed solutions, but we are also a technology company, hosting over 20,000 advisor Web sites and email marketing programs. Removing “Publications” from our name and adding the new tagline demonstrate that Emerald is a full-service marketing company that connects advisors to customers. We are thrilled that our name will finally reflect that.”

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. Today, 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 set the benchmark for the industry and have made us number one in our field.