

Media Contact:

Shayna Inman

Tel: 310.257.7380

shayna.inman@cetera.com

Jayson Hron

Tel: 320.529.4506

jayson.hron@cetera.com

December 3, 2012

PrimeVest becomes Cetera Financial Institutions

ST. CLOUD, Minn. – Cetera Financial Group announced today that PrimeVest Financial Services began operating as Cetera Investment Services, LLC, and will be marketed as **Cetera Financial Institutions**. The self-clearing firm focuses exclusively on building investment, insurance and advisory solutions for clients of banks and credit unions.

The name change is part of the plan Cetera announced in September to implement a new, unified brand structure across its family of firms.

“Our new name highlights two very important characteristics of our business: first, that we concentrate solely on serving the unique needs of financial institutions; and secondly, that we are backed by the scale and resources of Cetera,” said **Catherine Bonneau**, president and CEO of Cetera Financial Institutions. “Since we have a specialized business model, we have the flexibility and expertise to build fully-customized investment programs for financial institutions, both big and small.”

Cetera Financial Institutions has gained significant momentum lately with a number of large regional banks signing on to work with the firm including [Zions Bancorp](#) and [Regions Bank](#), both top 40 banks nationally.

As part of the name change, the company launched a new website, www.ceterafinancialinstitutions.com, which showcases the firm’s unique offering to banks and credit unions and the many thought-leadership, technology and wealth management capabilities offered by Cetera.

Cetera Financial Institutions is the second firm to change its name under Cetera’s new brand structure. Last month, the firm formerly known as Genworth Financial Investment Services, which helps tax and accounting professionals integrate wealth management into their practices, began operating as Cetera Financial Specialists. On Jan. 1, 2013, Financial Network Investment Corporation will become Cetera Advisor Networks, and Multi-Financial Securities Corporation will become Cetera Advisors.

The new names reaffirm the company’s commitment to serving the multiple faces of independence. The companies will be connected by names that reflect the strength and scale gained by being part of Cetera Financial Group; however each firm will remain a separate entity with its own value proposition, dedicated leadership, unique culture, and advisor support structure.

About Cetera Financial Institutions

Cetera Financial Institutions delivers customized investment and insurance solutions to more than 500 financial institutions. With its focus exclusively on banks and credit unions, Cetera Financial Institutions offers flexible program options that help deepen relationships with clients, grow fee income and fulfill financial institution goals. Cetera Financial Institutions is a member of Cetera Financial Group, Inc. For more information, see www.ceterafinancialinstitutions.com.

Continued...

Cetera Financial Institutions is a marketing name of Cetera Investment Services LLC, a self-clearing, registered broker-dealer and registered investment adviser. Cetera Investment Services is a member of the Depository Trust and Clearing Corporation (DTCC), the Securities Investors Protection Corporation (SIPC), and the Financial Industry Regulatory Authority (FINRA). For more information, see www.ceterainvestmentservices.com.

About Cetera Financial Group

Cetera Financial Group is one of the nation's largest privately-held, independent broker-dealer and investment adviser families. It provides award-winning wealth management and advisory platforms, comprehensive broker-dealer and registered investment adviser services, and innovative technology for more than 6,500 independent financial professionals and more than 600 financial institutions nationwide. Through its four distinct firms, Financial Network Investment Corporation, Multi-Financial Securities Corporation, Cetera Financial Specialists LLC, and Cetera Investment Services LLC (Cetera Financial Institutions), Cetera offers the benefits of a large, established and well-capitalized broker-dealer, while serving advisors in a way that is customized to their unique needs and aspirations. Cetera is committed to helping advisors grow their business and strengthen their relationships with clients. For more information, visit www.Cetera.com.

#