

NEWS RELEASE



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Cetera Financial Institutions signs iAB Financial Bank

ST. CLOUD, Minn. – Cetera Financial Institutions, formerly known as PrimeVest, announced today an agreement to provide comprehensive wealth management solutions, tools and support to [iAB Financial Bank](#) of Fort Wayne, Ind.

Through the agreement, iAB Financial Bank's clients will have access to a broad range of investments, insurance and wealth management solutions provided by registered financial advisors serving iAB Financial Bank's 17 branch offices throughout northeast Indiana. **Joseph Byers** will manage the program and recruit qualified advisors to expand his staff.

"We're building a program that supports iAB Financial Bank, its culture, and its mission to be a true partner for customers," said Byers. "Cetera works exclusively with banks and credit unions, so they have the dedicated focus and expertise to be a great partner for us."

The new program at iAB Financial Bank will be marketed under the iAB Financial Services brand.

iAB Financial Bank is the sole banking subsidiary of Independent Alliance Banks, Inc. The bank has nearly \$1 billion in assets and serves more than 25,000 customers in local communities which include Fort Wayne, Bluffton, Grabill, Harlan, Huntington, Leo, Markle, New Haven, Ossian, Roanoke, Van Buren and Warren.

"We're excited to help Joseph and his team develop a successful new program," said **Catherine Bonneau**, president and CEO of Cetera Financial Institutions. "Creating the right cultural fit is extremely important in the financial institution channel and we'll bring that tailored fit to iAB."

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., which provides award-winning wealth management and advisory platforms and innovative technology for more than 6,500 independent financial professionals nationwide. For more information, see www.ceterafinancialinstitutions.com.

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 Investor Protection Corporation (SIPC), and the Financial Industry Regulatory Authority (FINRA). For more information, see www.ceterainvestmentservices.com.

Investment and insurance products are * not FDIC insured * may lose value *not financial institution guaranteed *not a deposit *not insured by any government agency.

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