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## **Dow Jones Promotes Joint Webinar with CEG Worldwide**

*The Wall Street Journal* runs a house ad for “Winning the Allegiance of Top Financial Advisors.”

SAN MARTIN, CA—March 19, 2009—Readers of Section C in today’s *Wall Street Journal* saw an announcement for an upcoming March 25 webinar that will explain to financial executives how their firms can retain—or acquire—the best advisors and wealth managers by providing the support systems they need to succeed and effectively advise their affluent clients.

As noted in the ad, the free event takes place on Wednesday, March 25, at 1:00 p.m. ET. Speaking will be John J. Bowen Jr., founder and CEO of CEG Worldwide and author of *Breaking Through: Building a World-Class Wealth Management Business*, and Chris Young, global director of product and strategy for wealth management solutions at Dow Jones. Dale Dreps, director of business development at Dow Jones, will moderate.

Interested executives can register at [www.solutions.dowjones.com/Winning](http://www.solutions.dowjones.com/Winning).

A previous announcement of this event can be found in the press section of the CEG Worldwide site: [www.cegworldwide.com/pdfs\\_releases/2009-03-11\\_CEG\\_NewsRel\\_Dow\\_Jones\\_Webinar.pdf](http://www.cegworldwide.com/pdfs_releases/2009-03-11_CEG_NewsRel_Dow_Jones_Webinar.pdf).

### **About Dow Jones**

Dow Jones & Co. ([www.dowjones.com](http://www.dowjones.com)), a News Corp. company, is a leading provider of global business news and information services. Its Consumer Media Group publishes *The Wall Street Journal*, *Barron’s*, *MarketWatch* and the *Far Eastern Economic Review*. Its Enterprise Media Group includes Dow Jones Newswires, Dow Jones Factiva, Dow Jones Client Solutions, Dow Jones Indexes and Dow Jones Financial Information Services. Its Local Media Group operates community-based information franchises. Dow Jones owns 50 percent of SmartMoney and 33 percent of STOXX Ltd. and provides news content to radio stations in the United States.

## **About CEG Worldwide, LLC**

CEG Worldwide ([www.cegworldwide.com](http://www.cegworldwide.com)) is passionate about coaching financial advisors and institutions on how to build a Simple and Elegant Wealth Management Business<sup>SM</sup>. Using state-of-the-art research methodologies and analysis combined with proven strategies and tactics for building highly successful advisory practices, CEG Worldwide provides uniquely powerful insight into what allows elite financial advisors to thrive.

CEG Worldwide delivers fully scalable financial advisor training programs at many of the world's largest financial institutions. The firm's proprietary institutional-strength intelligence is based upon empirical studies of more than 10,000 advisors and 14,000 high-net-worth individuals. By combining research expertise with pragmatic and proven business experience, CEG Worldwide helps institutions achieve measurable gains in productivity, retention and assets under management and provides advisors with proven business-building strategies and tactics.