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***Financial Planning* and CEG Worldwide Introduce the [EliteAdvisorForum.com](http://www.eliteadvisorforum.com)**

Dynamic new web property delivers insights into how elite advisors achieve and maintain top of market position.

NEW YORK, NY and SAN MARTIN, CA October 14, 2010 – *Financial Planning* and CEG Worldwide announced today the launch of the Elite Advisor Forum (<http://www.eliteadvisorforum.com>). *Financial Planning*, a division of SourceMedia (<http://www.sourcemedia.com>), is the pre-eminent provider of information, analysis and insight for investment professionals. CEG Worldwide (<http://www.cegworldwide.com>) is the leading provider of coaching, consulting and research for elite financial advisors.

The Elite Advisor Forum delivers insights into how top advisors achieve a dominant market position, how they maintain that position, and how they work with their team, institutions, and strategic partners to realize exceptionally high net incomes and a great quality of life while serving their clients well. The site offers these insights through numerous formats including articles about best practices, profiles of top advisors, rich media videos and podcasts, online events, white papers, and E-Books.

“The Elite Advisor Forum is emerging at a critical moment in the history of this industry,” states John Bowen, CEO of CEG Worldwide. “At a time when expert guidance is in such demand, we want to share the non-proprietary secrets of elite advisors with the rest of the industry. We want to empower advisors on the rise to Build a Simple and Elegant Wealth Management Business™ that makes them indispensable

to the right affluent clients, all while developing a great quality of life for themselves and their teams. We know that elite advisors, up-and-coming advisors, and those who need to understand these types of advisors will benefit greatly from the expert insights on this web property.”

The Elite Advisor Forum is a joint initiative between CEG Worldwide and the Investment Advisor Group brands from SourceMedia, including *Financial Planning*, *On Wall Street*, and *Bank Investment Consultant*. Together these brands cover more than two-thirds of the 400,000 financial advisors who serve private clients in the United States. More importantly, *Financial Planning*, *On Wall Street* and *Bank Investment Consultant* are recognized leaders in their respective markets with top editorial talent providing timely and essential news, analysis, research, and insights.

“This is our chance to give back to an industry that has delivered such tremendous rewards to our team,” says Bowen. “We’ve been privileged to coach and learn from the very best advisors in the financial services industry over the last 10 years. And frankly, we’ve learned a lot. The Elite Advisor Forum is our way of saying thank you to this industry. The forum also provides an opportunity for us to demonstrate our deep expertise on the best practices of elite advisors, their teams, institutions and strategic partners. We are truly excited to be a part of the Elite Advisor Forum,” Bowen says.

"Peak performers in any industry need to continuously train to remain on top. Our Elite Advisor Forum brings this concept to the advisory community," states Tim Whiting, Publisher, *Financial Planning*. "Whether you are an independent, wirehouse or bank advisor and regardless of your business model, if you are dedicated to excellence and believe in the value of life long learning, then the Elite Advisor Forum will serve as a valuable resource. Organizations that wish to align their brands with these advisors have the opportunity to be one of four exclusive partners."

About SourceMedia

SourceMedia, an Investcorp company, is the pre-eminent provider of timely and essential market information -- including industry news, analysis, research and insights -- for members of the financial services community, as well as related fields such as accounting and technology. Through its comprehensive library of professional publications, suite of industry-standard data applications, and in-depth seminars and conferences, SourceMedia (www.sourcemedia.com) offers its clients and subscribers a valuable and sophisticated range of products and services.

About CEG Worldwide, LLC

CEG Worldwide is passionate about coaching financial advisors and institutions to Build a Simple and Elegant Wealth Management BusinessSM. The firm's coaching programs, delivered at some of the world's largest financial institutions, offer pragmatic strategies and tactics that accelerate advisor success. Through a combination of proprietary empirical research, hands-on application of best practices and continual refinement of innovative ideas, CEG Worldwide has become the recognized leader for helping top advisors increase AUM, serve their HNW clients well, and increase quality of life.