



FOR IMMEDIATE RELEASE

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Radio host Sharon Alt to speak at Benefits Selling Expo

Centennial, Co. (Feb. 26, 2007) — Benefits Selling Expo 2007, hosted by Wiesner Financial Media, announced the addition of Sharon Alt, host of Internet radio show “The Benefits Buzz,” to its content line-up.

Alt, president of Alt Benefits Consultants Inc., will debate Jim Christenson over consumer-driven health care. Alt is a vocal defender of putting health care in the hands of the consumers themselves, while keeping the feds out of the equation.

“Sharon Alt is a passionate crusader for the industry. And anyone who hears her in Dallas will walk away with a newfound fire for the cause,” Editor Denis Storey said.

Benefits Selling Expo, in its third year, features three days of presentations that provide sales and marketing information for employee benefits brokers. Benefits Selling Expo will be March 21-23, 2007, at the Fairmont Dallas at 1717 N. Akard St, Dallas.

For more information or to register to attend the conference, visit www.BenefitsSellingExpo.com or call 888-880-8218.

Benefits Selling Expo is sponsored by *Benefits Selling* magazine, a monthly publication that provides marketing and sales resources for the industry’s top benefits brokers.

ABOUT WIESNER FINANCIAL MEDIA

Wiesner Financial Media is the leading, independent source for information on sales, marketing and best practice techniques for insurance, financial and benefits advisors. Wiesner Financial Media publishes three magazines: *Benefits Selling*, *Senior Market Advisor*, and *Boomer Market Advisor*. ProducersWEB.com, the leading industry web portal, and Advisors Data Source, a data-services division, are also included in the division. In addition, Wiesner Financial Media annually produces two leading industry events: Benefits Selling Expo and Senior Market Advisor Expo.

For more information, go to www.wiesnerpublishing.com.

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