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WiesnerMedia Appoints Joseph Haddock Vice President Branded Emedia

Centennial, Co. [January 9, 2008] – WiesnerMedia Financial Group, a division of WiesnerMedia, LLC, announced that Joe Haddock, a veteran emedia and publishing executive with deep experience in online strategy and electronic products, has joined the company.

WiesnerMedia Financial Group currently operates leading print and electronic media brands including *Senior Market Advisor*, *Benefits Selling*, *Boomer Market Advisor*, *Bank Advisor* and the leading online destination for insurance agents and advisors, ProducersWEB.com.

“We’re committed to developing innovative products that meet the growing and increasingly complex needs of insurance, benefits and financial advisors and agents. Joe is a perfect fit for our team and he will lead the way as we bring new emedia products to market in the coming months,” said Dan Wiesner, CEO.

“The company’s numerous market-leading brands are a solid foundation for expansion opportunities. WiesnerMedia’s entrepreneurial culture, quality of product and willingness to invest means we’ll be able to move quickly. It’s a great opportunity and a very exciting company,” said Joe Haddock.

Previously, Joe was Vice President of Technology at Wicks Business Information where he was responsible for corporate internet and information technology strategy and development. Previously, he was Senior Director of Development at SourceMedia, where he established and managed a team of programmers, developers and designers who produced over 50 web sites and emedia products.

Joe lives in New York with his wife and three children and will operate out of New York and Denver.

ABOUT WIESNERMEDIA

WiesnerMedia Financial Group, a division of WiesnerMedia, LLC is a multi-media and marketing services company that provides essential information on sales, marketing and best practices techniques for insurance, benefits, financial advisors and agents. Its industry leading brands include four award winning publications; *Senior Market Advisor*, *Benefits Selling*, *Boomer Market Advisor* and *Bank Advisor*, ProducersWEB.com, the leading online destination for insurance and financial professionals, two successful industry conferences and Advisor Data Source a database and direct marketing services group with over 1.4 million licensed and certified agents and advisors.

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