



FOR IMMEDIATE RELEASE

***Senior Market Advisor Expo* announces The American College as official continuing education partner**

June 12, 2007 (Centennial, Colo.) – *Senior Market Advisor*, part of WiesnerMedia Financial Group, announced today that The American College is the official continuing education provider for the Senior Market Advisor Expo held at Wynn Las Vegas August 22 – 24, 2007.

Senior Market Advisor Expo features two-and-a-half days of presentations and educational sessions that cover current issues insurance advisors face, essential sales and marketing tools and actionable strategies to succeed in today's senior market.

The American College is dedicated to leadership in innovative training and development that helps financial services companies and their employees succeed. As a non-profit educational institution holding the highest level of academic accreditation, The College has served as a valued business partner to banks, brokerage firms, insurance companies and others for 80 years. Importantly, The American College will offer a segment of its CASL (Chartered Advisor for Senior Living) at Senior Market Advisor Expo.

The following CASL designation program chapters will be presented:

- Retirement Planning and Plan Distributors
- Required Minimum Distributors during Participant's Lifetime
- Estate Planning for Qualified Plan Accounts
- IRAs

"We are thrilled to have The American College provide our attendees with the opportunity to earn continuing education at the Expo", said Jen La Flam, publisher of *Senior Market Advisor*. "The American College is known throughout the insurance industry as a high quality provider of education with top industry instructors."

For more information, please go to www.theamericancollege.edu and www.seniormarketexpo.com.

ABOUT WIESNERMEDIA FINANCIAL GROUP

WiesnerMedia Financial Group is the leading, independent source for information on sales, marketing and best practice techniques for insurance, financial, banking and benefits brokers and advisors. Wiesner Media Financial Group publishes four magazines: *Bank Advisor Magazine*, *Benefits Selling*, *Boomer Market Advisor* and *Senior 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, WiesnerMedia Financial Group annually produces two leading industry events: Benefits Selling Expo and Senior Market Advisor Expo.

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