



Contact:
Kaitlin Friedmann
Creative Marketing Alliance
Tel: 609-799-6000 ext. 21
Email: kfriedmann@cmasolutions.com

FOR IMMEDIATE RELEASE

NATIONAL ASSOCIATION OF INDEPENDENT BROKER/DEALERS SELECT MANAGEMENT AND MARKETING FIRM FOR STRATEGIC GROWTH EFFORT

PRINCETON JUNCTION, NJ – August 14, 2008 – The National Association of Independent Broker/Dealers (NAIBD), an advocate for small and independent firms for over 25 years that aims to improve the securities industry as a whole, announced that it has engaged the association management and marketing firm, CMA Association Management (CMA), for a new strategic growth effort. In addition to managing NAIBD's day-to-day membership and event planning activities, CMA will work with the association to develop new marketing and public relations programs to raise awareness and increase benefits to members.

CMA will work with NAIBD on several upcoming initiatives including the introduction of new educational and networking events, the development of new member benefits, increased sponsorship and advertising opportunities and a public relations campaign to raise awareness for various association initiatives, such as NAIBD's health insurance program for 1099 advisors. Also CMA will plan and manage NAIBD's 2008 Fall Technology & Compliance Symposium for securities industry professionals, where guests will have "Coffee with the Regulators" and participate in discussion groups.

"NAIBD selected CMA for their experience in our industry and their time-tested ability to take associations like ours to the next level through their marketing expertise," said Steve Distanto, president of NAIBD. "Working together, we'll be able to expand NAIBD's capabilities, continue to provide specialized advocacy and establish a better industry forum for idea sharing and continuing education."

NAIBD was formed in 1979 by five southern California broker/dealers who met regularly to discuss areas of common interest such as due diligence, compliance and regulation.

The organization is now national in scope with over 350 broker/dealer and industry associate members. Its members enjoy numerous benefits including educational meetings and symposiums held across the country, up-to-date compliance notices and commentary regarding regulatory changes, rebates and discounts from industry vendors and numerous networking opportunities.

“CMA has become a reliable management and marketing partner for associations like NAIBD that are positioned for unprecedented growth,” said Jeff Barnhart, president and CEO of CMA. “This strategic ability combined with our staff’s knowledge of the investment management industry makes us the perfect fit for NAIBD.”

CMA works with a variety of associations to provide structured and organized management systems, supported by comprehensive strategic marketing programs and creative communications. Using CMA’s innovative analysis techniques and planning processes, the firm transforms research, industry trends and market forces into compelling positioning messages and creative products that help associations realize their full potential.

For more information on NAIBD, please visit www.naibd.org or contact Stacy Flint at sflint@cmasolutions.com.

For more information on CMA, please visit www.thinkcma.com or contact Jeffrey Barnhart at jbarnhart@cmasolutions.com.

About the National Association for Independent Broker/Dealers (NAIBD)

Serving as a small and independent firm advocate for over 25 years, the NAIBD and its board of directors work together with Independent Broker/Dealer owners & principals, industry product & service providers, and the SEC, NASD, and state’s regulatory organizations to improve the securities industry as a whole. Recognizing the specific needs of Independent Broker/Dealers (which make up over 85 percent of all US securities firms), the National Association of Independent Broker/Dealers provides specialized, widely acclaimed advocacy by hosting national informational meetings, catering specialized website programs, rapidly distributing critical regulatory details and product/service offers, supplying feedback to SEC, NASD, and state regulators, and offering its Annual Technology and Compliance Symposium event. For more information, please visit www.naibd.org.

About CMA Association Management (CMA)

CMA Association Management (CMA) has successfully served a diverse range of international, national and regional association clients for 20 years, effectively meeting their needs with seasoned and innovative management, financial, membership and event strategies. As one of only 40 association management companies worldwide accredited by the Association Management Company Institute (AMCI), CMA provides

day-to-day association support, event coordination and marketing services to a wide range of professional and trade associations. For more information, please visit www.thinkcma.com.