

For Immediate Release:

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**3PM, NAIBD and Kinetic to present Joint Web Seminar
“Opportunities, Operations and Oversight Among 3PMs and Broker Dealers”**

As the third party marketing industry grows, broker dealers and third party marketers are recognizing the mutual opportunities that exist in partnering with one another. Given the inherent differences each firm’s business models, it is important for both a BD and 3PM to understand the ramifications of a BD sponsorship. To address this topic, the Third Party Marketers Association, Inc (“3PM”) and the National Association of Independent Broker Dealers (“NAIBD”) will jointly host a web seminar titled “The Implications and Issues of a 3PM / Broker Dealer Relationship” on Thursday, January 29, 2009 at 12 Noon EDT. Industry expert Kinetic Partners will sponsor the event.

“3PM and NAIBD have agreed that relationships between our members are likely to become more prevalent” comments 3PM President Donna DiMaria. “There may however be consequences of such an arrangement if both sides are not clear regarding their respective responsibilities. The goal of this webcast is to give NAIBD and 3PM members enough information so that they can make an educated decision as to whether such an affiliation is right for their firm. We anticipate a high level of participation for this webcast from members of both Associations.”

This important webcast will cover topics of primary importance to both constituencies, including compliance and regulatory challenges facing this boutique community, what type of due diligence a 3PM should undertake to find the appropriate BD to affiliate with and what every BD should consider before sponsoring a 3PM for registration. The webinar will also explore the different ways of structuring such a relationship.

“Our members have expressed keen interest in sorting through the challenges, opportunities and pitfalls for production and oversight in this area of our industry, which we expect may experience growth in the current economic environment,” adds Lisa Roth, Chairman of the NAIBD.

Through a panel that includes DiMaria and Roth, as well as Stacy Havener, Co-Chair of 3PM's Events Committee and Micah Taylor, an attorney with Kinetic Partners, the web seminar will address appropriate mechanisms for operations, the rules and regulations that govern regulatory compliance for marketers and their supervisors, and the opportunities for success on each side.

Individuals and firms wishing to participate in the web seminar are encouraged to visit either 3PM's or NAIBD's website for registration information. Attendance is free for 3PM and NAIBD members and costs \$100 for non-members

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About Third Party Marketers Association, Inc. (3PM) 3PM is a professional association with more than 70+ member organizations that assist in increasing institutional assets for their diverse following of investment manager clients. The organization's goals are to cultivate relationships and business opportunities among members and to provide information and education about the industry. In addition, 3PM also aims to enhance professional standards and integrity by advancing best practices throughout the financial services industry. More information is available at www.3pm.org.

The National Association of Independent Brokers Dealers, Inc. was formed in 1979 by broker-dealer decision makers with common interest in discussing areas such as Due Diligence, Compliance and Regulation. The organization is now national in scope and direction with 350+ Broker/Dealers in its network, as well as 20 or more Industry Associate Members. NAIBD's 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. More information is available at www.naibd.org.

Kinetic Partners is the only global professional services boutique focused exclusively on the asset management industry. Established in March 2005 as a viable alternative to the 'Big 4' and a one stop shop for clients wanting in-depth industry expertise, we provide a truly unique and bespoke solution to both alternative and traditional firms. Since that time Kinetic has grown to approximately 100 professionals across the globe; our current offices in London, Dublin, New York, Grand Cayman and Geneva provide top tier services to an extensive range of US and UK clients, including some of the largest firms in the asset management industry, as well as broker/dealers, start up ventures, regulators and service providers. Kinetic's service offering includes: SEC, FINRA and FSA regulatory risk assessment, compliance consulting, registration and training; UK audit and assurance and tax; offshore and onshore corporate recovery and forensic investigations; litigation support (including expert services), technology and corporate finance.