

Emerald Connect Completes Purchase of 50 Below Financial Division

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San Diego, CA: Emerald Connect, Inc., the nation's leading financial website hosting company, confirmed today that it has acquired the assets of the financial division of 50 Below, a recognized provider of corporate enterprise website solutions to the financial industry. Founded in 1997, 50 Below provides technology and marketing solutions to large networks of financial advisors through a robust website application designed to strengthen their corporate brands. 50 Below's platform has been lauded for its usability and customer focus.

Paul Peterson, President of Emerald Connect, stated, "Website presence is an integral part of a financial advisor's business — as essential today as a Yellow Pages ad was 20 years ago. To be successful in attracting and converting prospects to clients, financial advisors must showcase their practices on the Web. I am passionate about creating an online experience for advisors, and with the added market share from 50 Below, Emerald is by far the largest financial website hosting company in the country. This purchase is a great fit for us."

Emerald Connect plans on maintaining the majority of the management and staff from the financial division of 50 Below in Duluth, Minnesota. The division will operate as Emerald Connect at a new downtown Duluth location by January 1, 2013.

About Emerald Connect, Inc.

For more than 25 years, Emerald Connect has been the premier provider of solutions-based marketing tools that assist financial professionals in prospecting for new business, retaining existing clients, and branding their practices. Our products include comprehensive workshops and dinner seminars, as well as direct-mail services. We offer a "Keep in Touch" content suite comprising a mix of educational newsletters, market commentaries, articles, surveys, greeting cards, and email marketing — all designed to maximize retention rates. Emerald Connect is also the leading provider of content-rich websites for financial professionals. All Emerald Connect materials are educational and FINRA reviewed.