



AFS FINANCIAL GROUP

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AFS Financial Group's Alex Assaley Named "One of the Most Influential Advisors in Defined Contribution"

Bethesda, MD, December 9, 2009 – Alexander G. Assaley, III AIF® of AFS Financial Group, has been selected to the inaugural list of **America's 300 Most Influential Advisors in Defined Contribution**. The list is sponsored by the Boston Research Group, 401kExchange, and 401kwire.com, the retirement plan industry's leading research, publication, and resource groups.

Over 2,500 advisors were nominated for this achievement. In November, 401(k) industry insiders and plan sponsors cast more than 75,000 votes to select the final 300 advisors. The list was published by the 401kwire.com and stands as the preeminent source for top retirement plan advisers.

"It is an honor to be selected. Our team is committed to standing out as a leader in the retirement plan industry, and providing truly beneficial services to our plan sponsors and participants," responded Alex Assaley. "This endorsement from our peers wouldn't be possible without the hard work and dedication put forth by our plan sponsor clients, and the strong relationships we've built with our strategic partners."

The "300 Most Influential Advisors List" encompasses those retirement plan advisors who are making a difference for the various qualified retirement plans in which they serve.

"This peer recognition shows that Alex is truly among the elite in his field." said Alp Atabek, founder and principal at AFS Financial Group. "His focus on fiduciary best practices and investment due diligence sets our team apart and provides real value to plan sponsors."

Recipients received a special invitation to attend the DCP Institute Conference, an "invitation only" event for the retirement plan industry's leading plan sponsors, policymakers, advisors, and financial professionals. Advisors selected to this year's list were recognized at an awards ceremony on Monday, December 7th, at the DCP Institute Conference. As a result of their selection, recipients were granted access to important new retirement plan initiatives to be unveiled in 2010.

Alex, a resident of Falls Church, VA, is a Financial Adviser of Corporate Retirement Plans for AFS Financial Group, LLC located at 7610 Old Georgetown Rd. in Bethesda, MD. Alex specializes in 401(k) and qualified plan design, implementation, and management for corporations and organizations.

About AFS Financial Group, LLC

AFS Financial Group is an independent investment and financial firm specializing in 401(k) and qualified retirement plan advisory services. The firm provides advisory services that help retirement plan trustees and fiduciaries manage their 401(k) and meet their responsibilities as directed by ERISA and the Department of Labor. AFS provides investment due diligence analysis, fiduciary and corporate retirement plan reviews, and updates on financial and ERISA regulations. AFS also delivers educational workshops, investment advice, and one-on-one counsel to retirement plan participants.

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All advisors in the Defined Contribution industry were eligible for consideration. Nominees were sent a link to provide information about their practice, and were then selected by a Board of Advisors assembled by the 401kWire.com to determine which advisors were worthy of a nomination.