



## **GunnAllen Financial and Collegiate Financial Services announce New Joint Venture to provide dedicated financial services to the Division 1-A Athletic Directors Association and the National Association of Collegiate Directors of Athletics (NACDA)**

January 29, 2007 (Tampa, Fla.) - Tampa-based GunnAllen Financial and Collegiate Financial Services (CFS) have announced a unique joint venture. CFS has signed a 3-year agreement to serve as the official financial consulting firm for Division 1-A Athletic Directors Association and the National Association of Collegiate Directors of Athletics (NACDA). CFS and its principals have affiliated with GunnAllen Financial which will act as the exclusive broker-dealer for this unique joint venture.

Kevin Fringer, President of CFS says, "For several years we have worked with athletic directors and coaches at some of the nation's largest universities. We believe that this demographic is highly underserved, and our goal is to provide solutions in the areas of benefits, retirement plans, relocation challenges, and adapt their financial plans as changes arise. As a joint venture with GunnAllen, we are looking to expand our geographic reach and scope on a national level with GunnAllen's multi-service platform and sales force."

Fringer states that CFS teaming with GunnAllen Financial as their broker-dealer made sense after evaluating several independent broker-dealer firms: "They could best support our business goals and model. They are big enough to provide the resources we need, yet nimble enough to assist us in building our customized program."

GunnAllen Financial will benefit Collegiate Financial Services by providing them access to numerous financial advisors to join the program as well as recruiting new financial advisors qualified to work with CFS in different geographic regions. Additionally, GunnAllen will provide support with extensive training, marketing, lead generation and brand building.

"We are excited about the opportunity for Collegiate Financial Services and GunnAllen Financial to join together as they provide services to Division 1A Athletics Directors and Coaches," says Dutch Baughman, Executive Director of D1-A Athletic Directors' Association. "We are genuinely excited to anticipate the enhanced services and programs that will meet the needs of our Association members, as we work together with Collegiate Financial Services and GunnAllen Financial. We know GunnAllen Financial to be a national leader as a full service brokerage and investment banking firm."

Bob Vecchione, Senior Associate Executive Director of NACDA says, "We believe Collegiate Financial Services (CFS) will receive enhanced benefits provided through GunnAllen as they provide products and services to all of NACDA's 1600 member institutions. NACDA is proud to be associated with CFS and GunnAllen and look forward to a long and mutually beneficial relationship in the years ahead."



Member NASD/SIPC

“We are excited about the knowledge and experience that Kevin and his team with Collegiate Financial Services brings to GunnAllen. They have built a great business platform and marketing approach and GunnAllen is committed to helping advisors find new ways to grow and enhance their practices. This joint venture is just another example of that commitment,” says Richard A. Frueh, CEO of GunnAllen Financial.

Prior to joining GunnAllen Financial, CFS was affiliated with AXA Advisors, LLC. CFS has clients including athletic directors and coaches from over 50 universities.

GunnAllen Financial is a full service brokerage firm which offers an array of financial services including equity and fixed income securities, mutual funds, fee-based programs, and institutional and investment banking services. GunnAllen Financial has established a national presence; the firm operates a network of approximately 800 Registered Representatives in 200 offices throughout the country, and it is registered to conduct securities business in all states and jurisdictions.

For more information visit our websites: [www.gunnallen.com](http://www.gunnallen.com) or [www.collegiatefinancial.net](http://www.collegiatefinancial.net)

For more information about the Division 1-A Athletic Directors' Association and the National Association of Collegiate Athletic Directors (NACDA), please visit the following web sites:  
[www.d-1a.com](http://www.d-1a.com) [www.nacda.com](http://www.nacda.com)

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