

Denver, Colo. – May 4, 2010

### **Kevin Starkey joins Multi-Financial as Recruiting Director**

Multi-Financial Securities Corporation announced today the hiring of **Kevin Starkey** as its director of recruiting. Starkey, who brings 20 years of financial services experience to Multi-Financial, will be based in Denver, Colo.

He most recently served as senior vice president of Denver-based Mount Yale Capital Group where he was responsible for generating new business and managing key relationships in the western United States. Previously, Starkey held leadership and sales positions at Royal Alliance AIG, ING and SunAmerica, Inc.

During his five years with Royal Alliance he was responsible for recruiting and sales management in the central United States. In his new role with Multi-Financial, Starkey will execute recruiting initiatives for existing branches and cultivate new opportunities with prospects.

“Kevin’s breadth of broker-dealer experience will be a great asset to help drive our organic growth initiatives as well as our external recruiting efforts,” said Multi-Financial President and CEO **Brett Harrison**.

Starkey, 46, holds the Series 7, Series 24, and the Series 65 registrations and majored in marketing at the University of Oklahoma.

“I am excited to be a part of an organization that has a loyal advisor force and a strong vision for the future,” said Starkey. “It’s a great time to be joining Multi-Financial.”

Starkey’s arrival is part of a substantial recruiting expansion by Cetera Financial Group, which is comprised of Multi-Financial in Denver, Colo., Los Angeles-based Financial Network Investment Corporation, and Minnesota-based PRIMEVEST Financial Services. Cetera’s recruiting force has doubled in 2010 as the newly independent firm embarked on an aggressive growth plan.

#### **About Multi-Financial:**

Multi-Financial Securities Corporation, headquartered in Denver, Colo., is a full-service securities brokerage firm. Founded in 1981, Multi-Financial provides industry-leading products and services to more than 1,000 financial professionals nationwide.

The financial professionals of Multi-Financial have the flexibility to choose products that best suit their clients’ financial needs and objectives. Multi-Financial offers efficient and convenient access to an elite network of people, products and services, and is committed to helping its affiliated representatives place clients’ interests first. Multi-Financial delivers regulatory supervision, guidance, and training to all of its financial professionals, and provides the tools needed to build clients’ wealth, plan their legacies, and reach their financial goals.

Multi-Financial is a member of the Securities Investor Protection Corporation (SIPC) and a member of the Financial Industry Regulatory Authority, Inc. (FINRA).

#### **About Cetera Financial Group:**

Based in Los Angeles, Cetera Financial Group provides comprehensive broker-dealer services, innovative technology, and competitive advisory programs for approximately 5,000 independent financial professionals and more than 700 financial institutions affiliated with its three independently managed broker-dealers: Financial Network Investment Corporation, Multi-Financial Securities Corporation, and PRIMEVEST Financial Services, Inc.

#### **Jayson Hron**

Senior Public Relations Specialist

Tel: 320.529.4506

[jayson.hron@cetera.com](mailto:jayson.hron@cetera.com)

[www.cetera.com](http://www.cetera.com)