

ALABAMA SECURITIES COMMISSION
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**ALABAMA JOINS IN NATIONAL “FACTS ON SAVING AND INVESTING”
INVESTOR EDUCATION INITIATIVE**

MONTGOMERY, ALABAMA (April 1, 2013) – Joseph Borg, Director of the Alabama Securities Commission, announced today that the Securities Commission is taking part in a national grass-roots investor education campaign to help provide investors with the information they need to make wise financial decisions and protect themselves from financial fraud.

The month-long investor education campaign, the ‘Facts on Saving and Investing Campaign,’ began as a joint effort of state and Canadian provincial securities regulators about 15 years ago.

Borg said, “We are pleased once again to partner with members of the Alabama Jump\$tart Coalition to visit schools and participate in media events to generate an awareness in all Alabama citizens to learn and apply proven savings and investment strategies. Effective management of income and assets will have a major impact on the quality of life today and tomorrow. The Commission and members of the Alabama Jump\$tart Coalition are also proud to provide a vast array of professionally-produced educational materials free of charge.”

“With difficult economic times, a turbulent stock market, longer life expectancies, and uncertain future of Social Security and pension plans, smart planning for retirement is more vital than ever,” said Borg. Financial education has never been more important. Investors need to understand the basics of saving and investing, know how to check out an investment or salesperson and how to protect themselves against possible fraud.”

“It is never too early, or too late, to start saving and investing for your future” said Borg, whose staff is available to visit high schools and colleges, make presentations to all types of organizations representing a wide cross-section of Alabama citizens, and conduct news media interviews. All these activities occur year round to educate Alabamians about topics such as investing, credit and fraud prevention. “Making smart financial choices – from using credit wisely to saving for retirement and avoiding fraud – is the best way to ensure you can meet your financial goals,” says Borg.

On March 20, 2013, Alabama Governor Robert Bentley signed a proclamation declaring the month of April 2013 as ‘Facts on Saving and Investing Campaign Month.’ The words of the proclamation are shown below.

The Alabama Securities Commission enforces Alabama’s securities laws, licenses/registers brokers, firms, and securities products, provides background reports on financial professionals and promotes investor education and fraud prevention programs.

Potential investors can contact the Alabama Securities Commission for inquiries regarding securities broker-dealers, agents, investment advisors, investment advisor representatives, financial planners, the registration status of securities, to report suspected fraud, or obtain consumer information:

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For further information contact Dan Lord, Education and Public Affairs Manager, (334)353-4858 or email: dan.lord@asc.alabama.gov.

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PROCLAMATION (Text)
By the Governor of Alabama

WHEREAS, saving and investing are essential to the financial stability of all the citizens of Alabama; and

WHEREAS, Alabama's citizens should make well-informed, educated decisions about where and how they invest their personal income; and

WHEREAS, the Alabama Securities Commission and the Alabama Jump\$tart Coalition seek to heighten Alabama consumers' awareness of the basics of investing and actions required to make an informed investment decision; and

WHEREAS, the Alabama Securities Commission and the Alabama Jump\$tart Coalition will be encouraging and educating citizens of Alabama to become better savers and investors to prepare toward retirement; and

WHEREAS, it is everyone's responsibility to learn the facts of investing, especially with easy access to investment opportunities including global markets and investments through the internet; and

WHEREAS, citizens need to take charge of their money; realize the importance of saving towards their family's future; and understand that it is never too late to invest; and

WHEREAS, during Facts on Saving and Investing Campaign Month, state and federal regulators of the financial industry, educators, financial industry, consumer groups, and the media, will join together to conduct educational events in communities and schools to illustrate the importance of personal financial ownership;

NOW WHEREFORE, I Robert Bentley, Governor of Alabama, do hereby proclaim the month of April 2013 as

Facts on Saving and Investing Campaign Month
in the state of Alabama