



## PRESS RELEASE

ATTENTION: Business Editor

FOR IMMEDIATE RELEASE

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## LFE Institute Partners with askAFS to Provide Comprehensive Financial Education Joint Effort is a Financial Win-Win for Companies, Employees and Member Benefit Programs

**Springfield, MO, December 8, 2010** — Employee and Member Benefit Programs now stand to benefit from a unique collaboration between two longstanding leaders in the financial benefit industry. Sponsors can now incorporate onsite educational workshops and live telephonic counseling all under one program. With rising healthcare costs, low savings rates, and personal debt levels at an all-time high, providing full service financial education support has become more important than ever before.

“For more than two decades, LFE has provided unbiased educational services that have a lifelong positive impact on the financial lives of employees. That’s why we’re so pleased to be able to add the high-quality telephonic coaching services provided by askAFS,” states Alice Whinnery, CEO of the LFE Institute.

With consumers making complex financial decisions every day throughout the year, sponsors are looking for comprehensive solutions to help members and employees meet an ever-changing economic landscape.

The collaboration between the LFE Institute, an industry leader in live skill-based financial workshops and online direct-response educational tools, and askAFS, a staple in live telephonic financial counseling for more than 20 years, translates into a one-of-a kind program for employees and other membership programs groups.

“This provides a powerful solution with no hidden agenda for employers and benefit sponsors throughout the US,” commented Bud Schaitberger, President of askAFS. “Companies are looking for educational solutions without the liability concerns or biases involved when the company providing the education sells products or services directly to those who need the help.”

Capitalizing on nearly a half-century of combined experience in the financial services industry, these two organizations are now positioned to meet the ever-growing needs of today’s consumer. “The goal of an effective financial education program is to build skills, prevent problems, answer questions, and provide ongoing education — without giving advice,” Whinnery added.

“Employers and sponsoring groups want so much more than one-dimensional investment or crisis counseling support. Workplace financial education is about empowering employees to make smart consumer decisions every day,” reports Schaitberger. “Now more than ever, people need access to unbiased financial guidance, and this alliance will provide the proactive support they need.”

**The LFE Institute, Inc.** has specialized in providing life-changing workshops to employees since 1986. The firm also offers direct-response Money Coaching via e-mail and a weekly e-learning series, the *Money Minute!* [www.lfeinstitute.com](http://www.lfeinstitute.com)

**askAFS, LLC** is a leading provider of live financial counseling, education and referral services. With no affiliation to outside products or services, their team of accredited, certified counselors has provided this important benefit to EAPs, membership programs, insurance companies, fraternal societies, and other sponsoring entities since 1989. [www.askafs.com](http://www.askafs.com)

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