



Cambridge Investment Research Chooses SalesPage Technologies for CRM

SalesPage Broker/Dealer to Power Cambridge's Partner Support Center

MICHIGAN - September 12, 2008 - Motivated by a drive to continue to provide the highest level of service to their Advisors, Cambridge Investment Research (Cambridge) has partnered with SalesPage Technologies for all of its Advisor Relationship Management (CRM) needs. SalesPage Broker/Dealer will initially be rolled out within Cambridge Partner Support Center, a new initiative launched in early September 2008.

Designed as a one-stop, high-level support center, Cambridge has assembled its most experienced staff to personally deliver 'white glove service' to their Advisors. In addition to providing a single point of contact and timely response, the Partner Support Center is focused on consistently achieving first time call resolution and direct, personalized communication with Advisors. The 11-member team is available 11 hours each business day to personally research and respond to Advisor questions.

"Cambridge is committed to maintaining its industry distinction as a service leader, and we believe SalesPage will provide the tools we need to deliver the service our Advisors deserve—especially for our new Partner Support Center," said Marcia Martin, Senior Vice President, Operations & Partner Support for Cambridge. "We continually advance our service model, and we have designed our 'white glove' service center to better deliver high quality service to Advisors in key areas such as operations, commissions, compliance, and CIR statements."

"SalesPage Broker/Dealer is the only solution on the market specifically built to provide B/D's with the tools they need to manage their relationships with advisors," said Aric Faber, Executive Director for SalesPage Technologies. "We are excited to have the opportunity to work with a true market leader such as Cambridge."

SalesPage Broker/Dealer provides a robust and fully customizable range of functionality tailored to the B/D community. SalesPage's user-friendly solutions enable B/D's to efficiently and cost-effectively manage the process of recruiting and retaining advisors. SalesPage's CRM platform has been named one of ISM's "Top 15 CRM Solutions" for 6 consecutive years. ISM annually publishes The Guide to CRM Automation and Top 15 CRM and Real Time CRM software reviews.

About Cambridge Investment Research, Inc.

Cambridge Investment Research, Inc. Member FINRA/SIPC, is an independent, privately owned Broker/Dealer with nearly 1,300 independent registered representatives. Cambridge provides innovative fee programs and a full menu of commission offerings to Rep/Advisors across the nation. For more information, visit www.joincir.com.

- Broker/Dealer of the Year, Division IV*, 2008 and 2007
"Investment Advisor" magazine, September 2008 and September 2007
*Division IV represents Broker/Dealers with over 1,000 producing advisors
- Among the Top 20 Independent Broker/Dealers 2008 and 2007
"Financial Planning" magazine, June 2008 and June 2007

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About SalesPage Technologies, LLC

Founded in 1983, SalesPage is committed to providing companies with effective CRM applications and related technical services. SalesPage collaborates with each client to plan, build and implement a tailored, browser-based CRM solution. Each client's solution starts with the award-winning SalesPage foundation, then integrates the client's own best strategies, leveraging their existing technology investments and readily adapting as the client's needs change and grow. The company's growing list of global business partners for SalesPage solutions includes Federated Investors, ING Funds, JPMorgan, Deutsche Bank, Entergy, Friday Ad, Scottish and Southern Energy, Twinings, and the University of Central England.