SK WEALTH MANAGEMENT, L.L.C.
PERSONAL FINANCIAL PLANNING • INVESTMENT MANAGEMENT

NEWS RELEASE

Contact: **Eileen Fullaway**
efullaway@skwealth.com

CFP Board Says: "Let's Make a Plan"

SK Wealth Management, LLC

Helping to Support First Large-scale Public Awareness Campaign

Washington, D.C., May 25, 2011 – Certified Financial Planner Board of Standards, Inc. has announced its "Let's Make a Plan" Public Awareness Campaign, designed to help educate Americans about the importance of sound financial planning and raise awareness about the significance of the CFP® certification and the need for competent and ethical financial planning.

SK Wealth Management, LLC (SKWealth) is supporting this effort in their local community by encouraging people to learn more about CFP® certification and financial planning.

"People are pulled in so many different directions when it comes to their finances, but a CFP® professional is uniquely qualified to pull all the pieces together and provide a comprehensive evaluation that looks at the whole picture of a person's financial life," said Charles Moran, CFP®, 2011 Chair of CFP Board's Board of Directors.

Jason E. Archambault, CFP®, CPA/PFS, Member at SKWealth said that "The more people understand how their current decisions affect their long-term financial independence, the more they see how planning can guide them towards that goal."

The integrated campaign includes national cable television and online advertising in addition to its print advertising.

A public service website – www.LetsMakeaPlan.org – will serve as a core feature of the campaign, where consumers can learn about financial planning, the personalized approach CFP® professionals provide and find a local CFP® professional through a search function.

The Board of Directors approved the four-year, $36 million campaign in November 2010 partly in response to many CFP® professionals who want the public to understand the important role they play in educating Americans on their financial well-being and helping people meet their life goals. The campaign will help provide clarity to consumers who are looking toward designations and certifications to provide guidance on choosing a financial planner or advisor.

“The CFP® mark truly serves as the gold standard for personal financial planning,” said CFP Board CEO Kevin R. Keller, CAE. “Just about anyone can use the term ‘financial planner.’ But only those individuals who have passed a rigorous set of criteria and meet our strict ethical qualifications can call themselves a CFP® professional.”

This is the first large-scale Public Awareness Campaign the organization has underwritten. For more information on the campaign and to find a CFP® professional, visit the public service website at www.LetsMakeAPlan.org.

ABOUT CFP BOARD

The mission of Certified Financial Planner Board of Standards, Inc. is to benefit the public by granting the CFP® certification and upholding it as the recognized standard of excellence for personal financial planning. The Board of Directors, in furthering CFP Board's mission, acts on behalf of the public, CFP® professionals and other stakeholders. CFP Board owns the certification marks CFP®, CERTIFIED FINANCIAL PLANNER™, and the federally registered CFP (with flame design) in the U.S., which it awards to individuals who successfully complete CFP Board’s initial and ongoing certification requirements. CFP Board currently authorizes nearly 63,000 individuals to use these marks in the U.S.

ABOUT SKWEALTH

Since 1998, SK Wealth Management, LLC has been providing individuals and families in southern New England with a level of financial expertise and service in financial planning and investment management that has made us a valued – and trusted – partner. For more information, please visit http://skwealth.com or call 401-331-1575.

# # #