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***Collegiate Funding Solutions  
Announces Marketing Agreement with Cambridge Investment Research, Inc.***

Cary, NC (April 5, 2011) — Collegiate Funding Solutions (CFS), a leading provider of web-based college planning and funding solutions to the financial services industry and Cambridge Investment Research Inc. have entered into a marketing agreement. Cambridge Rep/Advisors will have access to CFS' services to help them become a one-stop-shop for college planning and funding services for consumers. Included are CFS' highly-acclaimed web-based college planning software, a "hands-on" college admissions and financial aid service, a monthly e-newsletter subscription for clients, and a web-based client attraction system.

"One of the most important financial goals an advisor can help their client plan for is a child's college education," said Jim Guy, Cambridge's first executive vice president and chief marketing officer. "We are pleased to expand the solutions we offer to our advisors to help them deliver state-of-the-art guidance to clients seeking college planning support."

"We are excited to be able to offer our services to the Cambridge family," said Roger Lorelle, president of Collegiate Funding Solutions. "With today's skyrocketing college costs, we believe parents want and need strategies from their professional advisor that can help them achieve a best outcome and reduce their out-of-pocket college costs, as well as strategies for college savings. Our comprehensive and integrated services are designed to help advisors meet that need – for 'middle-America' families, as well as the mass affluent."

**About Cambridge**

Cambridge Investment Research, Inc., member FINRA/SIPC, is an independent, privately owned Broker/Dealer with 1,800 independent registered representatives. Cambridge provides innovative fee programs and a full menu of commission offerings to Rep/Advisors across the nation.

For more information on Cambridge, contact: Lindsay Lippincott – Manager, Public Relations Projects, 641.472.5100 x1552 or [lindsay.lippincott@cir2.com](mailto:lindsay.lippincott@cir2.com).

**About Collegiate Funding Solutions**

Collegiate Funding Solutions (CFS) is a leading provider of innovative and integrated web-based college funding solutions and college planning software for the financial services industry and financial services professionals.

For more information on Collegiate Funding Solutions please visit [www.collegiatefundingsolutions.com](http://www.collegiatefundingsolutions.com) or call 919-469-1996.