

FOR IMMEDIATE RELEASE

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American Portfolios Advisors, Inc. (APA) Elects to Offer Artificial Intelligence-Based Turnkey Asset Management Solution from Legend Advisory Corporation

Alliance Enables APA Affiliated Representatives To Introduce Clients To A Proactive Investment Discipline Designed To Minimize The Effects Of Fear And Greed On Investment Decisions

PALM BEACH GARDENS, FL—BUSINESS WIRE—Legend Advisory Corporation, a registered investment adviser, announced that American Portfolios Advisors Inc., also a registered investment advisor, an affiliated company to American Portfolios Financial Services, Inc (member FINRA & SIPC) and a subsidiary of American Portfolios Holdings, Inc, has chosen to offer its asset management services, which utilize artificial intelligence—a science that allows a computer system to think and learn like humans, but at very fast speeds and without emotional bias—to provide the firm’s affiliated representatives with a turnkey solution for the delivery of investment management advice.

“We believe our cutting-edge artificial intelligence technology benefits our clients by rendering a level of expertise that may be impossible to duplicate with conventional analytical tools,” said Mark J. Spinello, President and CEO of Legend Advisory Corporation. “Furthermore, with a fee-based program, we feel that investment advice and investor objectives are aligned, facilitating a mutually rewarding relationship.”

By utilizing Legend’s fee-based, dynamic money management programs, APA representatives can deliver the sophisticated guidance and portfolio management expertise today’s investors demand, while increasing the efficiency of their practices and devoting more time to client service. In turn, APA clients can benefit from an investment discipline that seeks to reduce the impact of emotions, such as greed and fear, on investment returns.

Specifically, APA representatives will have access to Legend Advisory Corporation’s Freemark Liberty Series[®] of Portfolios and Freemark Patriot SeriesSM of Portfolios. These programs offer broad diversification, advanced asset allocation techniques, professional investment selection and dynamic portfolio management within a discretionary managed account. The Freemark Liberty Series utilizes some of America’s most prominent mutual fund families through the Charles Schwab OneSource platform, while the Freemark Patriot Series utilizes funds from the Pershing platform.

Said APA President, Thomas J. LoManto, “APA prides itself on their open architecture platform, attempting to provide the best choices of money managers and custodians; in turn, we believe this allows our APA affiliated representatives to bring to their clients the very best services available. APA’s new alliance with Legend Advisory Corporation is keeping with that mission. Legend provides a unique and new methodology to managing money.”

About American Portfolios Advisors, Inc. (APA)

Since becoming registered with the SEC in 2001 as an investment adviser, with each year that passes, American Portfolios Advisors, Inc. (APA), becomes increasingly more valuable to APH, but more importantly, to subsidiary APFS. APA serves as an essential and necessary business component, providing several comprehensive wrap fee, third party management and custodial platforms to affiliated representatives whose practices emphasize fee structured portfolio management and variable fee arrangements. APA is structured to work in an open architecture environment, allowing for a high level of flexibility best suited to the specific business needs of existing and prospective advisors. APA also offers a variety of cost-effective financial planning and wealth management planning tools.

About American Portfolios Financial Services, Inc. (APFS)

American Portfolios Financial Services, Inc. (APFS) is a full-service broker/dealer and registered FINRA/SIPC member firm whose primary function is to support independent financial professionals in private practice. The firm currently has close to 500 affiliated representatives located in over 200 branch locations throughout the nation.

APFS has created a competitive presence in the industry as one of the top 50 independent broker/dealers in the country.* The firm offers a full range of: 1) non-proprietary investment products, 2) personal services such as insurance planning, retirement, estate and college planning, 3) full service securities brokerage through dual clearing relationships with Bear, Stearns Securities Corp and Pershing, LLC and 4) fee based asset management services through parent company subsidiary, American Portfolios Advisors, Inc. (APA).

About Legend Advisory Corporation

Legend Advisory Corporation, www.legendadvisorycorp.com, is a registered investment adviser headquartered in Palm Beach Gardens, FL. The firm is a subsidiary of Waddell & Reed Financial, Inc. (NYSE: WDR), part of one of the oldest mutual fund complexes in the U.S. with over \$65 billion of assets under management (as of March 31, 2008, including all investment managers within the organization). Legend Advisory Corporation has over \$1.5 billion of assets under management (as of March 31, 2008) from public and private retirement plans, endowments, foundations, institutions and individuals. Legend Advisory Corporation's "Investing with Intelligence" is available to clients through its national network of brokers and financial advisors.

** Based on revenues as reported by Investment News, April 2008 and Investment Advisor Magazine, June 2008. Past performance is no guarantee of future results. Investing involves market risk, including the possible loss of principal.*

There is no guarantee that the recommendations made by Legend Advisory Corporation's artificial intelligence process will be accurate or add value. Output from Legend Advisory Corporation's artificial intelligence process are used by Legend Advisory's Investment Committee to make all final investment decisions when managing the model portfolios. The artificial intelligence computer model does not, in and of itself make any investment decisions.

Advisory services offered through Legend Advisory Corporation
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