



Audible Content Will Be Integrated into FMeX's Sales Enablement Platform

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## Financial Media Exchange to introduce Audible to its Sales Enablement Platform

*FMeX continues to enhance its digital marketing technology with industry leading authors*

**Plymouth, MA – December, 2017 –**

Financial Media Exchange (“FMeX”), the world’s largest content library built exclusively for the financial services industry, announced today that it will be working with Audible, the world’s largest seller and producer of downloadable audiobooks and other spoken-word entertainment, and an Amazon subsidiary – to provide financial advisors with the most relevant insights from today’s leading business authors.

Audible joins FMeX’s growing list of content providers, including Morningstar, Kiplinger, Harvest Exchange, AdviceIQ and Liberty Publishing.

FMeX was built by industry veterans with a single goal of helping financial advisors connect, communicate and cultivate client relationships in the digital age. Pioneering Content-As-A-Service, FMeX provides access to organized, searchable and customizable content and is powered by its proprietary sales enablement technology – all to help transform the way financial professionals engage with their clients and manage new opportunities.

FMeX will offer subscribers Audible audiobooks via a new, book-of-the-month program that will be rolled out in Q1, 2018. *“We are thrilled at the idea of combining the premium-quality audio experiences from Audible with our sales enablement technology to produce truly meaningful content engagement for our network of advisors and their clients,”* said Ric McConkey, chief executive officer of Financial Media Exchange. *“With Audible, FMeX will liberate financial professionals from their desks, giving them anytime, anywhere access to immersive, top-quality audio experiences.”*

## About Financial Media Exchange

FMeX is the world's largest content library built on robust sales enablement technology. Designed exclusively for the financial services industry, our single mission is to help financial professionals provide personalized marketing content to their clients in order to enhance client relationships and increase sales.

FMeX was founded by experts in the financial services industry and is the first Content-As-A-Service company with headquarters in Plymouth, MA and regional offices in New York City and Kansas City. Individuals and organizations of all sizes benefit from our sophisticated sales enablement technology that allows for aggregation, curation, and distribution of content from any mobile device, in addition to measuring content utilization, remaining compliant with industry regulations and elevating the customer experience.

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