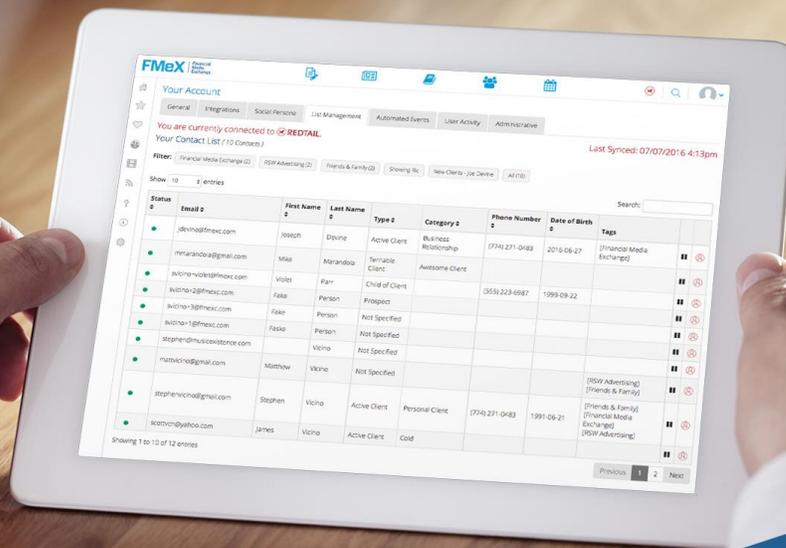


FMeX Integrates Redtail's Robust CRM Functionality with FMeX's Innovative Content-As-A-Service Platform for Financial Advisors



Financial Media Exchange and Redtail Technology Announce the Integration of Redtail's Robust CRM Functionality with FMeX's Innovative Content-As-A-Service Platform for Financial Advisors

August 1, 2016 — Financial Media Exchange (FMeX), a leading provider of financial content, is integrating Redtail Technology's robust customer relationship management (CRM) capabilities into FMeX's Content-As-A-Service platform for financial advisors. The CRM integration expands Financial Media Exchange's relationship with Redtail, a leading provider of CRM solutions for financial professionals. The companies worked together to provide access to Financial Media Exchange's content from the Redtail CRM user interface. Now, advisors can transfer data between firms to reduce redundant entry and provide up-to-date client and account data within the Redtail CRM interface.

Dave Connor, Financial Media Exchange's Vice President of Channel Development, said; *"Incorporating Redtail CRM as a core functionality in FMeX's platform is another example of our focus on helping advisors demonstrate value to their clients by embracing an open technology ecosystem to improve the daily management of their practices. We want to deliver an experience for advisors that best meets the needs of today's investor."*

"Redtail and FMeX share a commitment to investing in innovations that keep financial advisors ahead of fluctuating investor demands," Brian McLaughlin, CEO of Redtail Technology, said. *"The evolution of Financial Media Exchange's Content-As-A-Service offering illustrates their continued commitment to delivering valuable tools built specifically for independent advisors."*

"Our formula is really simple," explained Ric McConkey, CEO of Financial Media Exchange, *"FMeX wants to help financial advisors ensure that their content is relevant, distributed effectively on the right device, at the right time and to the right client."*

About Financial Media Exchange, Inc.

FMeX is the **world's largest content library built 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 and Kansas City. Individuals and organizations of all sizes benefit from our sophisticated content enablement platform that allows for aggregation, curation, and distribution of content from any device; in addition to measuring content utilization, remaining compliant with industry regulations and elevating the customer experience. For more information, visit www.fmexc.com.

About Redtail Technology

Redtail Technology is a leading provider of web-based Client Relationship Management (CRM), paperless office, and email archiving solutions, in the financial services industry. Easily affordable, easy to implement, and offering integration with many of the industry's most widely used applications. Redtail is committed to providing financial advisors with the core technologies that drive their day-to-day operations. To learn more, visit www.redtailtechnology.com.