



**MORNINGSTAR**<sup>®</sup>

Financial Communications Materials  
Integrated into the FMeX Sales  
Enablement Technology

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## FMeX Brings Morningstar Content to Its Library

*Morningstar's Financial Communications Materials Integrated into the FMeX Sales Enablement Technology*

**Plymouth, MA – August 18, 2016** – Financial Media Exchange (“FMeX”), the world’s largest content library built exclusively for the financial services industry, announced today that it added Morningstar’s Financial Communications Content to its product offering – thereby allowing users to access Morningstar’s robust materials that focus on today’s most relevant investment concepts and strategies.

According to Ric McConkey, founder and Chief Executive Officer of FMeX, “our financial advisor clients already rely on Morningstar for tools that help research, analyze, present, and support investment ideas. Incorporating Morningstar’s financial communications content into our offering helps financial advisors make more efficient use of their time and deliver better investment outcomes to their clients.”

FMeX was built by industry veterans with a single goal of helping financial advisors increase sales. Pioneering Content-As-A-Service, FMeX provides access to an organized, searchable and customizable content library and is powered by sales technology for the future – all to help transform the way financial professionals connect with clients and win more customers.

The Morningstar Financial Communications Materials – including newsletter articles, and FINRA-reviewed electronic presentation materials – illustrate investment concepts in ways that investors can easily understand. Applying decades of economic data, these resources translate complex investment topics into clear graphics, ensuring that advisors have the tools they need to provide clients with an effective and personalized message.

By using Morningstar's recognized and trusted client-ready communication resources, financial advisors can:

- Ease clients' concerns and set appropriate investment expectations by highlighting historical market trends
- Satisfy clients' hunger for reliable investment news and insights
- Establish an individualized content-based communications program that positions the financial advisor as an expert and keeps them top-of-mind with each client.

## About Financial Media Exchange

FMeX is the **world's largest content library built on 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, 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.