



**Continuity Partners Group Continues Expansion,
Hires Samantha Mayfield, Senior Liaison, Relationship Management**

FAIRFIELD, IA – June 23, 2015 – Continuity Partners Group, a special purpose broker-dealer and investment adviser within the Cambridge Investment Group family, announced today the addition of Samantha Mayfield, Senior Liaison Relationship Management. Mayfield will be based in Atlanta and will work to expand and maximize the value of Continuity Partners Group’s relationships with its owners, as part of the company’s expansion strategy. Continuity Partners Group offers a turnkey approach to business continuity, succession planning, acquisition and growth strategies for independent financial advisors.

“We are very pleased to have Samantha as part of the Continuity Partners Group team,” said Jeff Vivacqua, Senior Vice President, Marketing. “There is a need for financial advisors to have business continuity and succession plans in place while continuing to grow their firms, as more financial advisors approach retirement age. Advisors need to be well prepared in the event of a planned or unplanned departure for their business to continue. Samantha’s skills and experience will be highly beneficial in providing support and guidance to the advisors in our group.”

Continuity Partners Group was formed in 2010, and today has 168 independent financial advisors in the organization. Mayfield is the fourth associate to be hired in the past year, while two new positions are expected to be filled this summer.

Mayfield brings more than 15 years of experience in relationship management, strategic partnerships, and product development. For the past few years, her focus has been on driving mutual fund business through multiple distribution channels and partnering with wealth management teams to deliver practice management and guidance solutions. Mayfield brings a wealth of experience in business relationship management from her positions at TD Ameritrade, UBS Financial Services, and AIG Advisor Group. She studied Business Administration at Long Island University and currently holds her FINRA Series 7 and 66 securities licenses.

About Continuity Partners Group

Continuity Partners Group is a special purpose broker-dealer and investment adviser within the Cambridge Investment Group family, which includes one of the largest privately owned independent broker-dealers – Cambridge Investment Research, Inc. Eric Schwartz founded Cambridge in the 1980s and has dedicated more than 30 years to supporting the independent ownership and objective advice model for independent financial professionals. Schwartz began his focus on the challenges related to succession planning in 2007, resulting in his formation of Continuity Partners Group. Initially intended to specifically address succession planning for

independent advisors with Cambridge, Continuity Partners Group also supports independent RIA firms in their development of effective long-term succession plans and strategies for continued business growth.

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Continuity Partners Group and Cambridge Investment Research, Inc. are separate broker-dealers, members of FINRA/SIPC. Continuity Partners Group and Cambridge Investment Research Advisors, Inc. are separate Registered Investment Advisers. All entities are wholly-owned subsidiaries of Cambridge Investment Group, Inc.