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Intellitrends Selected By Freedom One Financial Group to Conduct Interviews and Analysis Of Sales Campaigns

Clarkston, MI. December 20, 2006 -- Intellitrends LLC has been selected by Freedom One Financial Group to provide an analysis of their field sales campaigns. In light of their continued growth, Freedom One has instituted a formal Win/Loss continuous improvement program. "Understanding the details from prospects points of view puts us in the position to fine-tune our programs and resources to consistently meet the objectives of our marketplace", says John D. Young, Executive Vice President, Freedom One Financial Group. "In addition, selecting the unbiased third party research firm of Intellitrends enables our prospects to provide valuable candid information".

"Utilizing the Intellitrends *In-Touch Now™* program, we look at a series of recently won and lost sales activities that are chosen for their complexity, size and significance of challenge. Our interviews include open-ended, qualitative questions that contain key components of Freedom One's sales process. By interpreting this information, we can provide the company with an accurate description of what is going right and what is going wrong in the sales process and do it quickly so the data can be used to improve the entire sales experience in a timely manner leading to increased sales for the company," said Keith Stone, Executive Vice President of Intellitrends.

About Freedom One Financial Group

Freedom One Financial Group, one of the nation's largest full-service 401(k) plan providers, has been successfully servicing retirement plans for over 18 years. Guided by a specific set of core values and a commitment to service excellence, our nearly 70 team members specialize in providing state-of-the-art employee communication and retirement planning, administration and investment advisory services.

Freedom One Investment Advisors provides services to over 800 clients. This includes retirement plan sponsors with over \$2.2 billion in plan assets and nearly 30,000 employees across the United States.

About INTELLITRENDS Market Vision and Strategy Company

Marlene Stone founded Intellitrends LLC in 1989. Intellitrends is a full service market vision company providing customer research and intelligence studies, customer and employee satisfaction studies, WIN/LOSS reviews to enable company's to establish a benchmark of best sales practices to help them win more business, and focus group and mock trial programs. Intellitrends basic philosophy is each resulting research project should not become "deskware" They have the depth and understanding to provide information that is actionable and measurable. Intellitrends clients include: Little Caesars, Blackbook Online, Liberty Hardware, InfoTronics and many more. For more: www.intellitrend.com