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FOR IMMEDIATE RELEASE

AFS Financial Group's Alex Assaley named the "Top Retirement Plan Advisor of the Year"

Bethesda, MD (April 12, 2012) – Alexander G. Assaley, III AIF® of AFS Financial Group, LLC has been recognized as the **The Top Retirement Plan Advisor of the Year** for 2012, by The 401kWire, one of the retirement plan industry's leading research, publication, and resource groups.

Each year, The 401kWire, www.401kwire.com, announces its *Most Influential Advisors in Retirement Plans*. This year, The 401kWire also revealed their award for the **Top Advisor of the Year** in five market segments. Over 8,000 advisors were nominated out of the approximately 150,000 advisors that serve on at least one retirement plan. From November 2011 through March 2012, The 401kWire received over 300,000 votes from their readers and retirement plan industry professionals. The *Most Influential* list and the *Top Advisor* award recognizes retirement plan advisors who are making a difference for their qualified retirement plan (401k, 403b, Pension) clients and the retirement plan industry as a whole.

"I am extremely honored to receive this award," says Alex Assaley. "We pride ourselves on delivering high-quality services to our clients and for our hard work to be recognized in this manner is tremendous. I owe much of the credit to the great team we have at AFS, our strategic partners, and most importantly, to our clients – who share our passion for creating worthwhile retirement programs."

"Our firm stands by four specific values: to help American workers save for a comfortable retirement; to help employers protect their fiduciary duty; to promote a strong, ethical, and innovative retirement industry; and to provide opportunities for our team to grow professionally and personally" says Alp Atabek, founder and principal at AFS Financial Group. "This recognition reinforces that we are doing the right things in each of these areas."

Alex is a resident of Falls Church, VA, and serves as the Lead Adviser of Retirement Plans for AFS Financial Group in Bethesda, MD. He specializes in the design, implementation, and oversight of retirement plans for corporations, non-profit organizations, trade associations, and independent schools.

About AFS Financial Group, LLC

AFS Financial Group is an independent retirement plan advisory firm specializing in 401(k), 403(b), and pension plan advisory services. For over 20 years, AFS has been helping corporations and organizations manage their retirement plan fiduciary responsibilities and helping their employees develop a retirement strategy to utilize their company's plan and save for their future. These objectives are achieved through proactive advisory services including investment due diligence programs; cost analysis and benchmarking services; vendor benchmarking services; employee education and advice programs; fiduciary policy development and oversight; and fiduciary compliance management and documentation. www.afsfinancialgroup.com

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If you would like more information on this topic, or to schedule an interview, please contact Jonathan Martin @ (301) 961-8410 or jonathanm@afsfinancialgroup.com.