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## FOR IMMEDIATE RELEASE

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### **CUE FINANCIAL GROUP, INC. TO PARTNER WITH NELSON O'CONNOR & ASSOCIATES**

CUE Financial Group and Nelson O'Connor & Associates will begin a new and unique partnership designed to assist people in effectively managing a job loss or career transition by effectively minimizing the added burden of nagging financial worries.

CUE Financial Group, one of the valley's leading Registered Investment Advisors, has been providing financial, estate, and retirement planning services to individuals and corporations for many years in Arizona, New Mexico, and California. Nelson O'Connor is one of the leading outplacement firms in the valley.

Clients coming to Nelson O'Connor for outplacement and career advice in their

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job transition will be encouraged to visit a CUE Financial Group office, which will be located on Nelson O'Connor's premises.

“To assist each person participating in Nelson O'Connor & Associates' Individual Career Transition Programs, Doug Miller, from the CUE Financial Group, Inc. will now be officed next to NOA headquarters in Phoenix,” said Robert A. Mariano, vice-chairman of Nelson O'Connor. “He will be available to work with clients on an individual basis and will provide monthly group workshops.”

Individuals leaving a job, either voluntarily or involuntarily, usually have financial considerations that must be addressed quickly. The partnership between the two companies will allow clients to get sound fiscal advice to an array of confusing questions:

- Will severance pay bridge my unemployment gap?
- Should I elect benefits continuation under COBRA?
- What should I do with my 401(K) account?
- Am I financially stable enough to retire?
- Do I have enough money to start a business?

“People have serious questions about what to do with their 401(K), and there are IRS considerations to think about as well,” said Mariano. “We want to assist people with the financial answers they need, rather than leaving it up to the individual who has much more serious things to think about in getting ready for their job search.”

According to Mariano, many people do not feel they can lose their jobs and are not prepared financially or emotionally for the loss when it happens. “There are a lot of

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people that are assuming that since they are at a company for a long time it's not going to happen to them, and yet it still does," he said. "They're totally unprepared because they have the feeling they have a job for life and perhaps the company owes them a job for life, and that's not the case anymore."

The partnership between the two companies will make the transition for clients much easier. "A big part of CUE's business is helping people who are in the middle of a job transition, which is what Nelson O'Connor does as well, so it's a good fit," said Judy Kuplic, executive vice president for CUE Financial Group.