



Press release

October 19, 2009

### **Life Management Advisor Rebranded as LifeCare Gateway<sup>SM</sup>**

CONSHOHOCKEN, PA—Life Management Advisor, LLC, a turnkey program allowing financial providers to tackle clients the financial and emotional risks associated with caring for elderly loved ones, announced today its new name **LifeCare Gateway<sup>SM</sup>**.

“Our goal is to become *the* gateway for all financial service providers and their trusted advisors to serve clients holistically by addressing the top threat to a retirees’ financial future. This new name, LifeCare Gateway, embodies our aspirations,” explains Randy Bradley, Founder and CEO.

“There is an important new issue impacting baby boomers’ retirement and financial plans—their parents and loved ones are likely to need financial, emotional, and physical support. We give advisors the ability to let their clients know that they care about these important family issues, and have the products and resources available to deal with the issues head on.,” he adds.

With LifeCare Gateway, advisors can help clients find quality care providers anywhere in the U.S., get educated on the issues, and identify solutions addressing the family’s life challenges. This practice management solution is delivered via a customized co-branded portal on the advisor’s website and on the advisors desktop. In addition to the search engine and access to professional Care specialists, it provides FINRA compliant content, education and a proprietary EZ-Ticket system to simplify the order placement for selected retirement and protection products.

#### About LifeCare Gateway

LifeCare Gateway is a privately held company that provides retirement and marketing solutions to Broker Dealers and financial advisors. LifeCare Gateway offers a practice management tool that integrates into the existing wealth management platform used by advisors to simplify the complicated decisions associated with LifeCare challenges and other retirement related issues such as liquidity, income and protection. For more information visit [www.lifecaregateway.com](http://www.lifecaregateway.com)

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