

Advisors Financial Center, LLC
 115 West Century Road
 Paramus, New Jersey 07652
 Phone: 201-986-1900 Fax: 201-986-0081
 Email: Kevink@AdvisorsCenter.com
www.AdvisorsCenter.com

Contact: Kevin G. Kern
 Phone: 201-986-1900

ADVISORS FINANCIAL CENTER INTRODUCES A NEW \$100,000 MINIMUM INVESTMENT PLATFORM

Latest portfolio models are designed for investors with less than the \$250,000 minimum required for their successful Portfolio Partners private account platform.

May 4, 2004 (Paramus, NJ) -- Advisors Financial Center, LLC (AFC) today announced an new platform to their Portfolio Partners wealth building and portfolio management program allowing clients to invest at a minimum account size of \$100,000. Overwhelming popularity of the AFC Private Account Program with an account minimum of \$250,000 has shaped a need for new smaller minimum modeled accounts using the same security selection and value oriented management style of AFC's nationally recognized Chief Investment Officer Dr. Charles Lieberman.

By adding the new smaller minimum Modeled Accounts, AFC now has an investment program for investors of all asset sizes.



Programs	Account Minimums	Program Descriptions
Private Accounts	\$250,000	Uniquely individual portfolios for each investor. Clients are recognized as one of three levels of risk after which no two portfolios are the same. Accounts can commence with cash or with existing securities. Accounts will be designed for either Growth, Growth with Income or Income with Growth.
Modeled Accounts	\$100,000	Four specific models consisting of 30 to 35 securities. Accounts must commence with cash. Investors will have the choice of Growth, Growth with Income, Income with Growth or a Balanced model, which includes bonds.
Mutual Fund Accounts	\$ 50,000	Three specific mutual fund models consisting of 6-8 funds. Accounts must commence with cash. Investors will have the choice of three risk levels, which include Aggressive Growth, Moderate Growth, Income with Growth.

-- More --

“An Investor’s ultimate goal is to reach an asset level where true individuality can exist in relation to risk, tax efficiency, growth or income levels.” says Kevin Kern, AFC’s Managing Member, “The new Modeled Accounts are a path for clients to get there sooner rather than later and with the least amount of disruption to their portfolios over time.”

Advisors can visit the AFC website at www.AdvisorsCenter.com to download program subscription documents as well as a firm ADV Part II.

About AFC

AFC is a registered investment advisory firm located in Paramus, New Jersey. Created in 1998, AFC was started to assist financial professionals in the investment policy construction and management of their clients’ wealth. Headed by Chief Economist and Investment Officer Dr. Charles Lieberman the firm offers three levels of portfolio construction based on client’s asset size, growth or income goals and risk parameters.

A graduate of M.I.T. with a bachelor’s degree in economics, Charles Lieberman earned a Ph.D. in economics from the University of Pennsylvania before beginning a teaching career at the University of Maryland and Northwestern. He served as head of the Federal Reserve Bank of New York’s Monetary Analysis Staff before joining Morgan Stanley and then Shearson Lehman Brothers, where he focused on the debt and equity markets respectively. In 1986, he joined Manufacturers Hanover Securities Corp. as chief economist and head of research, and retained that position through the subsequent mergers with Chemical Bank and Chase Manhattan. For nearly 12 years, he worked intensively with clients and trading desks and sat on the Bank’s Markets Committee responsible for funding, interest rate and currency risk management. He was a co-founder of the global macro hedge fund Strategic Investors Management L.L.C. before joining Advisors Financial Center in 2000.

Dr. Lieberman frequently comments on economic and investment issues in the media. He has often appeared on CNBC, CNNfn, PBS Nightly Business Report, Reuters Financial Television, Fox Business News, Bloomberg Television and the major TV networks. He has been quoted in *The Wall Street Journal*, *New York Times*, *Washington Post*, *Barron’s*, *Investors Business Daily*, and numerous other business publications.

AFC’s distinctive management style is first and foremost driven by value, broadly defined. The firm is attracted to securities that do not fully reflect the growth opportunities inherent in the business. At times, this makes AFC’s investment style somewhat contrarian. AFC’s combined all-cap, opportunistic private account portfolios have out performed the S&P 500 Index* 15 out of the last 18 quarters**. Cost of AFC management services to financial professionals ranges from .50 to .80% based on the particular program and services subscribed.

*The S&P 500 Index includes 500 companies that are together considered a good indicator for the US stock market, based on the industries the companies operate in, their positions within the industry, and their market capitalizations. The S&P 500 is a market-weighted index, so only 10% of its components make up about 75% of its value. The Value Line Composite Index takes an in between approach by tracking 1700 issues. The Value Line Composite is thought to be a better indicator of speculative stocks than of more stable stocks.

** Results are cumulative for Advisors Financial Center, LLC and Lieberman Asset Management, LLC. The above results are net of all fees and executions charges. The results are actual returns, not back-tested hypothetical returns or modeled performance. The returns detail the performance of composites representing 100% of all AFC and LAM Private Account Portfolio wrap accounts open during the represented time periods net all fees and charges. Each performance composite includes those accounts invested according to the investment perimeters of that individual wrap account. The comparable index used is for general valuations and may not be appropriate for all separate account portfolios. Some accounts may have existing securities. Returns are time weighted. Individual client portfolio performance will vary based on time frame and any existing holdings. Past performance is not a guarantee of future returns.

##End##