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**Bachrach &
Associates, Inc.**

Press Release

Bachrach & Associates, Inc. Founder, Bill Bachrach to be Keynote Speaker for Ameriprise in Phoenix

San Diego, August 22, 2008: Bachrach & Associates, Inc. (BAI) has announced that internationally renowned author and speaker Bill Bachrach will deliver the keynote address at the Ameriprise Education Day Symposiums on September 9th in Phoenix. Mr. Bachrach will speak to Ameriprise's Franchise Consultants on the principles of Values-Based Financial Planning™. He will show them that by applying the principles of Values-Based Financial Planning™ they can build high-trust relationships with their clients so that the client can achieve their goals for the reasons that are important to the clients'.

Additional information is available at www.BAIVBFP.com/news_aw_sched.html.

Bill Bachrach

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Bachrach & Associates, Inc. (BAI)

Bachrach & Associates, Inc. vision is to transform the Financial Services industry into a true profession.

Since 1988 Bachrach & Associates, Inc. has developed and continues to evolve a broad spectrum of programs, resources and services to help financial professionals create rewarding financial services practices. Founded by internationally renowned speaker and author, Bill Bachrach, BAI is headquartered in San Diego California. Mr. Bachrach remains one of the most influential people in the financial services industry.

For Release 9 a.m. PDT, August 22, 2008

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BAI is the leading professional development firm in the Financial Services industry with over 20 years of experience in creating and delivering world-class Programs, Resources and Services to fulfill its core Vision, Mission and Values.