

Brett Ellen Named to Curian Capital's Everest Club

| *May 21, 2008*

American Financial Network (AFN) today announced that Brett Ellen, CFP(R), has been named to Curian Capital's Everest Club, a designation reserved for select financial professionals who offer Curian's separately managed account (SMA) platform. Everest Club members participate in a series of interactive forums with top Curian executives to review, analyze and offer suggestions about Curian's strategic initiatives, opportunities for growth and enhancements to the company's SMA platform.

"Brett has done an exceptional job educating his clients on the value of separately managed accounts as an alternative to traditional mutual fund investing," said Michael Bell, Curian's president and CEO. "We are committed to building strong partnerships with financial professionals like Brett and look forward to helping him meet the financial planning needs of his clients moving forward."

Brett Ellen founded American Financial Network with his father, Ron, in 1984. Often regarded as a visionary leader in the financial services industry, Mr. Ellen has been successfully providing financial planning solutions to clients for nearly 25 years. He is an investment advisor representative with Securities America Advisors, and holds General Securities & Principals Licenses 6, 7, 22, 24, 63, and 65.

Mr. Ellen works with a team of experienced professionals that takes a hands-on approach to financial guidance and truly cares about helping clients make their dreams a reality. The company is based on the principal that education and a thorough understanding of an individual's financial situation is vital to making prudent decisions about the future. American Financial Network currently has more than 600 client accounts totaling more than \$100 million in assets on the Curian platform.

Curian Capital (<http://www.Curian.com>) is a registered investment advisor that provides a fee-based separately managed account platform to financial professionals. In the three years since its inception, Curian has amassed \$3.5 billion in assets under management and currently ranks among the industries top 10 third party managed account vendors, according to Cerulli Associates. Curian's Everest Club consists of 52 financial professionals from across the country that collectively have nearly \$800 million of client assets in Curian's SMA platform.

About American Financial Network

American Financial Network (AFN), an Independent Financial Solutions Firm, specializes in financial planning, asset management, risk management, and corporate benefit planning. An experienced resource for both individual and corporate clients, AFN offers clients a highly customized approach to investing. Utilizing innovative investment planning techniques, AFN has distinguished itself as a specialist in asset allocation and portfolio design. Clients benefit from having full access to a team of accomplished professionals and a vast array of financial products and advisory services. For more information, please visit <http://www.afn-net.com>.

Securities offered through Securities America Inc., member FINRA/SIPC, a full service broker/dealer serving independent investment professionals nationwide. Advisory services offered through Securities America Advisors, Inc. an SEC Registered Investment Advisor, Brett Ellen, Registered Representative. American Financial Network, Securities America and Curian Capital are unaffiliated.

About Curian Capital

Curian Capital, LLC (<http://www.Curian.com>) is a registered investment advisor providing innovative fee-based separately managed accounts to financial professionals through a state-of-the-art technology platform. The company has \$3.5 billion in assets under management as of 12/31/07, and ranks among the top 10 third party managed account vendors in the industry by AUM (source: Cerulli Associates).

Curian Capital is an indirect subsidiary of Prudential plc (NYSE: PUK), a company incorporated and with its principal place of business in the United Kingdom. Prudential plc and its affiliated companies constitute one of the world's leading financial service groups. It provides insurance and financial services directly and through its subsidiaries and affiliates throughout the world. It has been in existence for more than 150 years and had more than \$530 billion in assets under management as of 12/31/2007. Prudential plc is not affiliated in any manner with Prudential Financial, Inc., a company whose principal place of business is in the United States of America.