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GunnAllen Financial's Hauppauge, NY and New Haven, CT Branches Proudly Announce New Brand Name: Acumen Investment Services

Hauppauge, NY & New Haven, CT (July 24, 2009) – GunnAllen Financial's Hauppauge, New York and New Haven, Connecticut branches are pleased to announce their new brand name: Acumen Investment Services. As independent affiliates of the Tampa, Florida based broker-dealer GunnAllen Financial, Inc., Acumen Investment Services has the flexibility to offer a full suite of financial products and services as well as the personalized service that clients have come to expect from boutique firms. At Acumen Investment Services, independence, full service and professionalism combine to create a competitive advantage in today's marketplace.

Through Acumen's Hauppauge, New York and New Haven, Connecticut offices, more than twenty financial professionals offer individual investors, business owners and institutions a full range of investment services including securities brokerage, investment banking, trading, insurance, retirement planning and investment advisory services.

"Our new and separate branding will allow us to more effectively communicate with our clients and business partners as one of GunnAllen Financial's leading independent affiliates," says Joseph La Scala, co-founder and Chief Executive Officer of Acumen Investment Services. "We are especially excited about the possibilities that this effort will bring us in the areas of marketing, customer service and the further development of our investment professional's practices through highly customized programs which we will roll out in the months to come. Most importantly, it will allow us to continue providing the support and service our customers have come to value and expect."

"The financial professionals at Acumen Investment Services have dedicated themselves to helping clients achieve a wide range of financial goals. It's exciting to see a leading group take full advantage of the depth, breadth, and flexibility of GunnAllen's financial services platform. It really speaks to the purpose of our independent model," states David C. Levine, National Sales Manager of GunnAllen Financial.

"Our greatest asset is our independence," states Thomas Custance, co-founder and President of Acumen Investment Services. "Maintaining an affiliation with an independent broker-dealer, allows us to align our interests with our clients, thus enabling us to effectively carry out our mission statement: Creating personalized solutions, through sound advice and quality investment products, to aid our clients in meeting their financial goals and objectives."

As part of the firm's new and improved offerings, Acumen is proud to launch its new website: www.AcumenInvestmentServices.com. The new site will give clients and business associates the ability, among other things, to learn more about the firm and the specific services it provides, read full biographies about its affiliated investment professionals, get stock quotes and investment data, access investment accounts directly online, and access timely newsletters and investment calculators to assist in making smarter decisions about personal financial matters. In addition, Acumen plans to offer webcasts from the site which will enable clients and prospective clients to efficiently and conveniently learn about new and exciting investment products and solutions.

Acumen Investment Services, with offices in Hauppauge, NY and New Haven, CT, is an independent affiliate of Tampa, Florida based GunnAllen Financial, Inc. Since 2002, the firm's financial professionals have been offering individual investors, business owners and institutions a full range of investment services including securities brokerage, investment banking, trading, insurance, retirement planning and investment advisory services. For further information about Acumen Investment Services, please visit our website at: www.AcumenInvestmentServices.com or contact Joseph La Scala, co-founder and CEO, at (800) 287-7582 ext. 17. Securities and advisory services offered through GunnAllen Financial, Member FINRA/SIPC. Advisory services are offered by appropriately licensed individuals within our firm.

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