

NEWS RELEASE

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Asset Exchange Launches Franchise Network (AEFN)

- Entrepreneurs and Established Businesses Owners

Tap Into the Newly Offered Franchise Model -

Leander, Texas – February 15, 2010 – Daniel Cordoba, Principal of Asset Exchange (AES), LLC, recognized as the “knowledge leader” of self-directed retirement investing today announced a new *franchise investment program* available immediately to qualified candidates across the US. Asset Exchange Strategies is the national advisors for self-directed wealth building and headquartered in Leander Texas.

The interest of investment opportunities is growing substantially in the outside world and creating new consumer demands. The franchise model has long been a successful and profitable method of achieving market share in the United States. It provides participating affiliates with a known product standard and a familiar marketing campaign; the packaging of these two elements brings a sense of security to the consumer.

“Our franchise model provides financially oriented individuals and those with established businesses who have a sense of sales and marketing the opportunity to expand their clientele and realize significant revenue. In addition they will expand market recognition. The initial, and ongoing support we provide our franchisees includes national marketing support, technical Support, and back office support,” said Dan Cordoba, principal of Asset Exchange Strategies. “Most importantly it provides our franchisee customers with unique investment opportunities with substantial support from the front to the back of the transaction.”

“We are encouraged by the excitement our franchise investment program is creating across the country. Our customers are realizing the wisdom of self-directed investing and the opportunity we are providing via our new franchise model,” said Cordoba.

Asset Exchange Strategies, LLC (AES)

AES is recognized as the leading self-directed retirement investment advisory firm in the nation. AES has also positioned itself to be a market share leader for Self-Directed IRA LLC’s and is capturing a dominant portion of the self-directed 401k market.

For more information on Asset Exchange Strategies, please visit their web site at www.assetexchange.com www.myrealestateira.com and www.iratraining.com or call toll free 866.683.5228.

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