



**PRESS RELEASE-FOR IMMEDIATE RELEASE**

**Premier Financial Alliance, Inc. vigorously denies the false accusations made against it in two class action lawsuits recently filed in San Francisco, California. The lawsuits fundamentally misunderstand Premier’s business, and the lawyers behind these cases certainly do not speak for the overwhelming majority of Premier’s independent associates. Premier is confident that these “shakedown” lawsuits will not succeed.**

**The first lawsuit against Premier was filed by an attorney who has sued a half-dozen national marketing organizations and failed in all of his cases. The second lawsuit merely piggy-backs on the first. Class action attorneys often file cases like these in the hope of obtaining quick settlements, but Premier plans to fight these cases and demonstrate their falsity. Premier has engaged highly experienced class action defense counsel to do so.**

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