

by Business-Wire

WOODSTOCK, Ga.--(BUSINESS WIRE)--June 23, 2006--Raike Financial Group, Inc. (OTCBB:RKFG) today announced a strategic alliance with Asset Marketing Systems Insurance Services, LLC (AMS).

Working together, both companies will have an opportunity to expand their products and services by leveraging existing broker-client relationships. The strategic partnership provides a win-win opportunity for both companies -- Raike Financial Group, Inc. now has an opportunity to expand its product line, marketing services, sales and training support on the Fixed Index Annuity, LTC and Life Insurance avenues giving them a competitive advantage in the marketplace. AMS will provide Raike Financial Group, Inc. with best practices for running fixed index annuity (FIA) business, which has recently become challenging given increasing industry regulation. AMS is one of the nation's largest FIA marketers with extensive experience in providing highly effective marketing and service support for agents who sell them.

William Raike, President and Founder of Raike Financial Group, Inc., said, "Through this strategic alliance we have added a quality product to our overall product mix, which gives us the tools necessary to offer clients a complete package. This provides our financial advisors more power to fulfill their clients' overall financial needs -- ultimately taking their practices to greater heights."

"We are excited about this new opportunity and business venture," stated Michael Midlam, President and Chief Executive Officer of AMS. "Our partnership with Raike Financial Group, Inc. is truly strategic in every sense of the word. We're both strongly committed to providing comprehensive financial strategies that build solid financial futures for our clients."

Raike Financial Group, Inc. is headquartered in Woodstock, GA with independent financial representatives throughout the United States. Raike is a comprehensive financial services firm committed to helping clients improve their long-term financial success. Raike's customized programs are designed to grow, and conserve clients' wealth by delivering an unprecedented level of personalized service. For more information, visit [www.raikefinancial.com](http://www.raikefinancial.com).

Headquartered in San Diego, California, Asset Marketing Systems is one of America's leading Financial Solutions Organizations placing over \$7 billion in premium since its inception in 1995. AMS is positioned as the conservative money alternative for America's 70 million Baby Boomers and those at or near retirement. For more information, visit [www.assetmarketingsystems.com](http://www.assetmarketingsystems.com).

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