



# Brand New?

Not really...

## A New Company. A New Look.

Over the course of 2006, you will see the introduction of a new look along with enhanced products and services. We've launched a new logo and fresh look as part of our new identity, which unites all Kaplan businesses on our core mission—"building futures one success story at a time."

The curve you see as part of our logo is the Kaplan learning curve and represents our commitment to providing quality education solutions to learners at all levels.

We appreciate your understanding and patience as we transition our products to the new Kaplan Financial look. During the transition, you may notice some product packages include textbooks and study tools with different designs. Additionally, while we will make every effort to fulfill your order as specified, we reserve the right to substitute a recommended replacement product of equal or greater value if a previous edition is no longer in print.

## Enhanced Education Products.

### Securities

- › **Securities License Exam Manual.** From the minute you open our manual, you will see upgrades designed to enhance the learning experience in virtually all areas of the layout. Key features include a new introduction with test taking tips; new test topic alerts, take note, and exam icons that promote increased understanding of critical test points; and an improved glossary and index. Our new Structured Study Programs combine results-driven, guided

curriculums, online exams, and Web-based reports to help increase the effectiveness of your onboarding process.

- › **Firm Element.** Our integrated online catalog now includes over 130 courses subdivided into five libraries—Hot Topic, Classic Firm Element, Double Dip, Supervisory Training, and Enterprise Training—to give you maximum flexibility in creating and implementing your firm element programs.
- › **Expanded Question Banks.** Top practice questions from Dearborn Financial Services and BISYS Education Services products have been combined in our new Drill & Practice exam simulator CD-ROM and online products. All securities exam test banks have been reviewed and updated to reflect the latest exam outlines.

### Insurance

- › **State-Specific Insurance Prelicensing.** Our state-specific license exam manuals now combine fundamental product knowledge with state-specific insurance laws in one streamlined textbook. Based on the state exam outline, these manuals are highly test-focused, concise, and provide expert guidance on the key terms and topics most often tested.
- › **Test Alerts.** We've now introduced Test Alert updates for insurance licensing in addition to securities licensing exams. These critical updates are posted to [www.kaplanfinancial.com](http://www.kaplanfinancial.com) and provide the most up-to-date information on content changes, new rules, regulations, and exam changes.

- › **Expanded Question Banks.** Our insurance Drill & Practice product has been completely redesigned to include more state-specific questions and enhanced reporting to help the learner focus on the most heavily tested exam topics.
- › **Insurance Continuing Education.** Customers can choose from over 150 top-quality, authoritative insurance continuing education courses. Available in both online and print formats, our catalog includes effective course options for learners at all levels.

### Advanced Designations

- › **Virtual Accelerated Certificate in Financial Planning.** We are very proud of this new program because it offers our customers even more flexibility in implementing quality financial planning educational programs for their producers/representatives.
- › **Insurance Achievement.** We've taken Insurance Achievement's proven formula for CLU®, CPCU®, and ChFC® exam preparation and added features designed to enhance the learner's understanding of the material. Key features include a completely redesigned layout, new highlights, and improved sample exam questions.



### Compliance Update.

As we continue to support our existing compliance applications and services, we have begun development of our next generation compliance solution, which will integrate with, and expand the capabilities of, our existing applications. The next generation solution will be underpinned by a common education/insurance/securities database that will integrate with internal systems, regulators, and other third-party entities, allowing for seamless data management and exchange. This powerful application will help improve speed-to-market and reduce expenses and compliance exposure with:

- › robust electronic appointment and license processing;
- › support for additional insurance transaction types, such as name and address changes;
- › electronic U4/U5 and Form BR submission processing via WebEFT;
- › daily Web CRD downloads;
- › interfaces to third-party systems, such as DTCC;
- › interfaces with popular background investigation partners;
- › interfaces with customers' own internal systems, such as human resources and policy administration systems;
- › robust reporting capabilities; and
- › integrated invoicing and fee billing.

### New Company. New Look. New Products. Same Commitment to Quality.

While you may see a new look and new products, you can be assured that the same commitment to quality, industry expertise, and service that have become hallmarks of each of our Kaplan Financial companies will continue in 2006 and beyond.

Visit [www.kaplanfinancial.com](http://www.kaplanfinancial.com)  
or call 800-824-8742 today to learn more.

**KAPLAN** FINANCIAL

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