



FOR IMMEDIATE RELEASE

Wienken & Associates Financial Services Is Now uFinancial

HARRISBURG, PA – Wienken & Associates, a provider of financial services to the Central PA community, today announced that it has changed its name to uFinancial.

“For nearly 120 years in Central PA, our agency has operated on the principle of personal attention,” explained Matthew J. Dobbie, Managing Partner of uFinancial. “Our new name is symbolic of this core value, because the most important part of our business is ‘u;’ we always stay focused on ‘you’ the client. Our belief that everyone should actively participate in their financial future leads our drive to educate each of our clients, as well as the individuals in the greater community, about sound financial strategies.”

In addition to the name change, the company is launching a new resource-filled Web site where visitors can find financial articles, calculators, videos, podcasts, and more, and will be debuting a new free financial workshop series, open to the public in October 2009. The workshops will be held on a regular basis in each of uFinancial’s three markets, State College, Camp Hill and Chester County, PA. Also, Dobbie hopes to hire up to 20 new financial services professionals to help further serve the communities of Central PA.

Wienken & Associates made the strategic decision to explore options for a new name that would clearly indicate the nature of the business and position their years of local experience with a brand that captures the true essence of the company’s core values of integrity, education and compassion.

“uFinancial is not just a new name.” Dobbie emphasized. “It is the brand that embodies our experienced team of local professionals who have been dedicated to helping the people of Central PA discover, grow, and achieve their personal and financial dreams.”

Dobbie added “uFinancial represents our commitment to guide you through each stage of your financial journey – from saving up for college, building a dream home, starting or growing a business, or simply securing your financial future. In other words, we’re here to help you for tomorrow.”

uFinancial offers a full range of financial products and services for individuals and businesses. The Camp Hill, PA based company also has offices in State College and Chester County and, as a general agency of Massachusetts Mutual Life Insurance Company, has been serving the Central PA region since 1890. The firm is experienced in

retirement planning, education funding strategies, estate planning, life, disability and long-term care insurance, employee benefits, and succession planning. Matthew Dobbie, general agent, and the rest of the uFinancial team can be reached at 717-763-7365 or mdobbie@finsvcs.com.

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CRN201109-125168