

For Immediate Release:

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Planned Financial Services (PFS) Announces New Team Member

Cleveland, Ohio, February 2012--- Planned Financial Services is pleased to announce that Cynthia Yang has joined their professional team as a Wealth Advisor Assistant.

Cynthia brings her knowledge in equity valuation, investment research, and risk management with her multi-cultural background to the PFS team. Additionally, she provides support to the Senior Wealth Advisors on an array of client issues. Cynthia's role includes independent investment research, assisting with investment recommendations, and portfolio performance attribution analysis. She will also assist with corporate qualified plan reviews.



Cynthia passed three levels of the Chartered Financial Analyst (CFA) exam in 2011 and will be eligible for the full charter upon completion of the required work experience. She is a member of Golden Key International Honorary Society.

Prior to joining PFS, Cynthia was a tutor for three years at the University of Adelaide Business School in Australia. She earned her Bachelor's degree in Management at Beijing Wuzi University in 2001 and received her Master's in Accounting and Finance from the University of Adelaide in 2008.

Cynthia resides in Cleveland with her husband Eric.

Securities offered through LPL Financial. Member FINRA/SIPC.