

NORTH STAR RESOURCE GROUP NAMED ONE OF *BEST PLACES TO WORK FOR RECENT GRADS*; CONTINUES RECRUITING AND HIRING FOCUS IN 2009

MINNEAPOLIS, February 23, 2009 – North Star Resource Group, a Minneapolis-based financial services firm with offices in nine states, has been named one of the *Best Places to Work for Recent Grads* by Experience, Inc. The list recognizes 20 top organizations from a wide range of industries across the country for excellence in recruiting, hiring and retaining young professionals.

“Over 80 percent of the firm started right after college, and the four-year retention rate is quadruple the industry average,” notes Experience, Inc., in its reasons why North Star Resource Group stands out.

North Star Resource Group is one of the few financial services firms in its industry that primarily recruits directly from college campuses and has one of the highest retention rates in the financial services industry.

“Our philosophy is that people start their careers with us and stay with us,” said Edward Deutschlander, co-president and chief operating officer of North Star Resource Group. The firm provides extensive training and mentoring to help financial advisors succeed, including four months in North Star Academy, then 36 months in a career development program where advisors are paired with a mentor and have access to experienced leaders within the organization.

North Star plans to hire 50 full-time employees and 50 interns in 2009. Primary job functions filled by recent college graduates include: financial advisor, client relationship coordinator, office manager, practice coordinator and new business processor.

“Our ranking in the *Best Places to Work for Recent Grads* demonstrates we understand the next generation workforce is critical to long-term success for our company and the success of our industry,” Deutschlander added.

Experience, the nation’s leading provider of career services for college students and alumni, featured organizations on their *Best Places* list who are currently recruiting from top universities nationwide and are hiring candidates set to graduate in 2009. North Star Resource Group has been recognized for its adaptation to the evolving workforce, commitment to cross-functional training programs and for embracing social causes that matter to Gen Y.

The complete listing and description is available on the Experience web site at <http://bestplaces.experience.com/2009> and via Yahoo! HotJobs.

Methodology

Experience's Best Places to Work for Recent Grads survey ran from July 2008 through November 2008, garnering responses from nearly 400 corporate recruiters and employers from across the country. In November, the field was narrowed to 40 companies and interviews with both company representatives and recent college grad hires were conducted. Using this input, the final list of 20 organizations was selected. Employment outlook was again verified in January 2009.

About North Star Resource Group

North Star Resource Group is a Minneapolis-based financial services firm that helps individuals and businesses create, preserve and protect their wealth. The firm has offices in nine states, and through its 180 financial advisors provides financial solutions for individuals and businesses in the form of financial planning, life and disability insurance, retirement plans and investments, long-term care and employee benefits. As of December 31, 2008, North Star Resource Group had more than \$20 billion in life insurance in force and more than \$3 billion in client holdings. For more information, visit www.northstarfinancial.com.

North Star Resource Group offers securities and investment advisory services through CRI Securities, LLC and Securian Financial Services, Inc., Members FINRA/SIPC. CRI Securities, LLC is affiliated with Securian Financial Services, Inc.

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Media contact:

Chris Bauer
chris@chrisbauerandco.com
763-559-5153