



For Immediate Release

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**PRIORITY FINANCIAL GROUP IMPLEMENTS AWARD-WINNING RISK ALIGNMENT
PLATFORM TO DRIVE CLIENT SUCCESS**

Phoenix, Arizona – Priority Financial Group (PFG) announced it has implemented Riskalyze, the world’s first risk alignment platform, which mathematically pinpoints a client’s Risk Number[®] and equips advisors to empower fearless investors.

Built on a Nobel Prize-winning framework, Riskalyze quantifies the semantics of the financial advice industry, replacing confusing and subjective terms like “moderately conservative” and “moderately aggressive” with the Risk Number, a number between 1 and 99 that pinpoints a client’s exact comfort zone for downside risk and potential upside gain. Advisors then build an investment portfolio to match the client’s Risk Number and chart a clearly defined path to the client’s goals.

Riskalyze was twice named one of the world’s 10 most innovative companies in finance by Fast Company Magazine and has appeared twice on the Forbes FinTech50 list.

Known for being innovative and delivering best in class tools to Advisors and their Clients, Priority Financial Group CEO, Mike prior stated, “Riskalyze has been well received by Advisors, has generated new clients, and provides an extra level of risk management for Advisors and the firm”.

“Priority Financial Group has ushered in a new era of predictability and reliability for their Advisors by investing in the world’s first risk alignment platform to pinpoint a client’s Risk Number and align their portfolio to fit,” says Aaron Klein, CEO at Riskalyze. “We love working with advisory firms like Priority Financial Group, who are committed to investing in the success of their clients by empowering fearless investing.”

About Priority Financial Group (PFG)

PFG (formerly operated as CUFN), has been providing customized compliance and practice management solutions for credit unions and financial advisors for 20 years. Financial Advisors affiliation options include independent, associated with a credit union, or both. PFG Advisors (PFGA) is PFG’s hybrid RIA, and Credit Union Financial Network (CUFN) is a collaboratively owned financial education and asset protection firm. The PFG team is based out of Phoenix, Arizona and San Diego, California with Advisors located throughout Arizona, California, Colorado, New Mexico, and Texas. For more information, visit www.priorityfinancialgroup.org

About Riskalyze

Riskalyze is the company that invented the Risk Number[®], which powers the world's first Risk Alignment Platform, empowers advisors to execute the digital advice business model with Autopilot and enables compliance teams to spot issues, develop real-time visibility and navigate changing fiduciary rules with Compliance Cloud. Advisors, broker-dealers, RIAs, asset managers, custodians and clearing firms use Riskalyze to align the world's investments with each investor's Risk Number. To learn more, visit www.riskalyze.com.

Securities offered through Securities America, Inc., Member FINRA/SIPC. Investment advice offered by PFG Advisors. Priority Financial Group, Credit Union Financial Network and PFG Advisors are separate entities from Securities America.

Not FDIC/NCUA Insured	No Financial Institution Guarantee	May Lose Value
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