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FOR IMMEDIATE RELEASE:

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NEW HAMPSHIRE BUREAU OF SECURITIES REGULATION ANNOUNCES

"CON ARTIST" INVESTOR EDUCATION CAMPAIGN

(Concord, NH, May 4, 2012) A con artist has no conscience. They may masquerade as a trusted friend, neighbor or business associate, but if you let them, they will "take you for everything you've got."

The New Hampshire Bureau of Securities Regulation announced the launch of its "Con Artist" public awareness campaign. The multi-media campaign is designed to warn New Hampshire Citizens to be on guard for potential con artists known to discretely invade the lives of others and wreak financial havoc. This campaign is funded by a grant from the Investor Protection Trust (IPT). IPT is a non-profit organization devoted to investor education providing independent, objective investor education needed by all Americans to make informed investment decisions.

"Con artists will lie, cheat and steal from anyone, especially those who trust them the most -- their family, longtime friends and neighbors," said Barry Glennon, Deputy Director of the Bureau. "Before you invest your hard-earned money, it is vitally important to call the Securities Bureau to investigate both the promoter and the investment."

The "Con Artist" campaign will feature television spots and run regularly over the next few months. The ads will run statewide and focus on how con artists befriend potential investors at work, charities, schools, in the neighborhood and at "free lunch" seminars. As soon as he or she gains your trust, the con artist is "going to take you for everything you've got."

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The ads will encourage New Hampshire citizens to call the New Hampshire Bureau of Securities Regulation to ask if the seller is licensed and if the investment product is registered.

"While investor research should start with a call to the Bureau, it should not end there," Glennon said. "Investors need to take the time to understand their investments by reading all the information provided before they invest. Citizens should understand that 'high return' investments often carry high risk, including the risk that the investment may yield no return or, worse, a substantial loss to the investor."

Investors can learn more about the licensing of investment professionals, search registration filings, file a complaint, or report suspicious investment activity by calling the Bureau at 271-1463 or its 24 hour Hotline at 1-800-994-4200 available, or by visiting the Bureau's website at www.sos.nh.gov/securities