



COMMISSION NEWS

ARIZONA CORPORATION COMMISSION, 1200 W. WASHINGTON, PHOENIX, AZ 85007

TO: EDITORS, NEWS DIRECTORS
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APRIL IS ARIZONA SAVINGS & INVESTMENT MONTH

PHOENIX – Joining state securities regulators from Hawaii to Maine, Arizona is kicking off an investor education campaign in the month of April aimed at raising financial IQs and helping residents recognize and avoid securities fraud. Informed, educated investors are the best defense against securities fraud. Governor Jane Dee Hull recently proclaimed the month of April “Arizona Savings & Investment Month.”

“The goal of this campaign is to help investors understand their financial needs while helping them develop a comprehensive strategy for meeting those goals,” said Mark Sendrow, Director of the Commission’s Securities Division. “Stock market volatility has people looking for somewhere 'safe' to put their money. But many people are expecting the sort of double-digit returns they saw over the last decade in the stock market. Con artists know this, so they promise high returns with low risk. Investors should continually remind themselves that risk and return almost always go together.”

During the month-long effort, state securities regulators will join consumer groups, industry representatives and regulators to focus on financial literacy, ways to guard against fraud and how to prepare for retirement. Chairman Mundell and Commissioners Irvin and Spitzer will participate in a panel discussion of financial security and fraud at the Oakwood Country Club on April 3. The commissioners will also join Securities Division staff members at the Sun City Library Monday afternoons throughout April in a series of presentations about choosing financial professionals and avoiding fraudulent schemes.

The Commission is also scheduled to present to high school students enrolled in the Peoria Unified School District’s Academies of Finance. The Commission’s Securities Division web site (www.ccsd.cc.state.az.us) has a calendar showing this month’s activities.

Finally, using court appointed funds earmarked for investor education that came from a prior fraud case, the Commission is launching a 26-week advertising campaign on movie theater screens. The ads feature the words “Investing is a Risky Business” and urge people to “Investigate before Investing” along with the phone number for the Securities Division. The ads will be shown on a total of 61 screens in Harkins Theaters in Flagstaff, Prescott Valley and Sedona; the Loew’s Cineplex Theater at the Foothills Mall in Tucson; and at select AMC Theaters in Ahwatukee and Arrowhead Towne Center.

While volumes of investment expertise are now available at the click of a mouse, state securities regulators remain investors' first line of defense against fraud. They investigate complaints, bring enforcement actions, register brokers and educate investors at the grass-roots level. Mining fraud, stock pump-and-dump schemes, risky payphone and ATM investments and bogus promissory notes are among the problematic investments reported by Arizona regulators.

The North American Securities Administrators Association is coordinating national media events. This organization represents securities regulators in the 50 states, the District of Columbia, Canada, Mexico and Puerto Rico.

Speakers are still available for limited dates in April, however, speakers are also available throughout the year. The Commissioners or Securities Division personnel are available to groups of 25 or more and would be pleased to speak on any of the following topics:

- ? Fraud Prevention 101 & Investor Education 102: What Every Investor Ought to Know.
- ? Scams & Schemes: What Con Games are Perpetrated in Arizona and How to Protect Yourself.
- ? The Electronic Age: Protecting Your Assets from Internet Scams and E-mail Solicitations.
- ? Getting Sound Advice: Choosing a Financial Adviser or Investment Broker.
- ? Troubled Waters: Brokered CDs, Annuities, ATM/Payphone Investments and What You Need To Know About Them.

To arrange for a speaker on any of the above topics, please call Margie Wilson at (602) 542-0428. Please be prepared to share some basic demographic information about the number and type of people in your group (i.e. retirees, business professionals, novice investors, young people, etc.) so the speakers can customize the discussion to the needs of your group.

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