



COMMISSION NEWS

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

TO: EDITORS, NEWS DIRECTORS
FOR: IMMEDIATE RELEASE

DATE: April 2, 2007
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COMMISSION UNVEILS EXPANDED INVESTOR INFO CENTER DURING APRIL SAVINGS & INVESTMENT MONTH

PHOENIX – Joining state regulators from across the country, the Commission today kicks off its annual investor education campaign with an expanded, online investor resource center. Since its launch in 2004, the Commission’s investor education website (www.azinvestor.gov) has grown to feature numerous free, informative brochures and guides on fraud prevention and wise investing for the general public.

“Informed, educated investors are the best defense against securities fraud,” Chairman Mike Gleason said. Through its expanded Investor Info Center, the Commission aims to promote financial literacy and help Arizonans recognize and avoid securities fraud.”

Chairman Gleason is referring to the nearly 40 free investor resources that can be viewed and ordered at the click of a mouse on www.azinvestor.gov. Included in this resource list is a collection of DVDs, including “What Con Artists Don’t Want You to Know” as well as teaching guides for Arizona educators – all free of charge.

One of the more recent additions to the site is the popular investor education brochure entitled “Understanding Your Brokerage Account Statements.” The guide provides investors with tips on analyzing monthly statements, discusses fee-based accounts, and offers answers to frequently asked questions. It also offers details on common features of most brokerage account statements, a step-by-step checklist on how to review them, and an extensive glossary of investment terms that sometimes appear on statements.

“Increasingly, investors are surfing the internet to gain information about investment decisions. Hits to

the Commission's investor education website have increased over 40 percent in the past 12 months. It only makes sense for the Commission to place increased emphasis on investor outreach through its website," Commissioner Jeff Hatch-Miller said.

The Commission last week unveiled its re-designed main website at www.azcc.gov with a fresh, new look and customized search capabilities.

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.

"The Commission's Securities Division investigates complaints, brings enforcement actions, registers financial professionals and educates investors at the grass-roots level," Commissioner Bill Mundell said. "An educated investor rarely falls victim to a swindle."

When asked about common scams, Commissioner Kris Mayes said, "We continue to see cases involving risky oil and gas investments, bogus promissory notes, prime bank schemes and investment shares in tangible properties."

"Investment swindlers and unscrupulous financial professionals want their victims to make decisions based on emotion and not on objective, verifiable information. Before handing over any money to an investment salesperson, we encourage the public to verify licensure status of salesperson, the product and the company," Commissioner Gary Pierce commented.

The Commission's Securities Division is coordinating investor education events during the month of April. Check the event calendar online or call the Commission's Securities Division at 602-542-4242 or call toll-free at 1-866-VERIFY-9 for further details.

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