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FOR IMMEDIATE RELEASE

Define Your Journey Campaign Kick-Off

Upscale Financial Boutique, SuttonAdvisorsPLC *gives financial, estate and insurance guidance – creating goal-achievers in their client pool*

Lansing, MI – February 22, 2010: "Your momma said there'd be days like this…" Despite the hardships of this "new economy" everyone is talking about, SuttonAdvisors, PLC has continued to innovate and plan for times such as these since the company's inception. "By paying attention to what is truly dear to us as a family-owned business, we recognize that individual goals and the emotions behind them are what matter most to our clients; hence, the *Define Your Journey®* campaign was developed," says Jerry Sutton.

SuttonAdvisors now owns the domain name *DefineYourJourney®.com* where prospective clients can read a story about how one couple planned accordingly and was able to sail to their destination. This parable is a teaching tool for the Sutton's and gives insight into their process and core belief of individual care.

The define your journey campaign development has been in the works for over a year and on February 22, the new *SuttonAdvisors.com* website was launched to include inspiring quotes, community events, thematic storylines, new Sutton Team photos, a description of the Sutton philosophy, definitions of services and an interactive journey map to describe the Sutton's approach in guiding their clients.

Jordan Sutton says of the new campaign, "I'm excited to be able to finally put into words, images and a modern marketing plan, what we have known and been teaching our clients all along. The personal journey is why we're in this business. We live to see the success of our clients, both financially and personally. We are there from the beginning of life for some families and help them carry on through their family goals, changes in estate planning and even beyond their time here on earth."

Sutton continues, "We aim to make each life transition a smooth one and we want our clients to know that they have the freedom to define their own journey. We are here to guide them and we take their trust in us to heart. We hold the responsibility of implementing and managing our clients' financial investments, estates and trusts with utmost respect. We treat our clients like family and celebrate each leg of their journey alongside them."

Photos available. For additional information please visit www.suttonadvisors.com or contact:
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