

FrontLineCompliance

Amy Lynch, FrontLine Compliance President, to Address New Variable Annuity Rule at October SIFMA Conference

Former SEC and FINRA regulator will moderate panel session at SIFMA's Deferred Variable Annuity Rule Symposium

ALEXANDRIA, VA (PRWEB) October 17, 2007 – Amy Lynch, President and founder of FrontLine Compliance, LLC (FLC), a compliance services firm, will speak on and serve as a moderator at the Deferred Variable Annuity Rule Symposium sponsored by the Securities Industry and Financial Markets Association (SIFMA). Lynch, a former SEC and NASD regulator, will participate with other industry experts in the session entitled *Rule 2821: Impact on Compliance and Supervisory Procedures*. The event is scheduled for October 23, 2007 at the AXA Equitable Conference Center in New York City.

“FINRA’s new variable annuity rule will require firms to act quickly to implement new compliance and supervisory procedures,” said Lynch. “Once the new Variable Annuity (VA) rule is formally announced by FINRA, firms will need to ensure their compliance program is meeting all the requirements of the rule. The Symposium provides an important and timely venue for participants to gain a better understanding of the rule’s significance; practical guidance on how firms should deal with the rule’s primary components of suitability obligation, principal review, written supervisory procedures and training; and knowledge of the compliance practices needed for a firm’s particular VA business.”

Selected as a speaker for her industry and regulatory experience, Lynch has worked on regulatory compliance issues throughout her career. With strong experience in variable insurance products and the specific compliance concerns facing firms, she previously supervised and coordinated the SEC’s Variable Insurance Products Inspection Program and conducted training for SEC, NASD, and other regulatory agency staff.

FrontLine Compliance, LLC is a regulatory compliance firm that assists broker-dealers, investment advisers, investment companies, hedge funds, and insurance companies in areas of compliance administration and cost reduction. For more information about the consulting firm, please visit <http://www.frontlinecompliance.com>.

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