

August 7, 2013

Sheila Kepley First Investors Corporation 110 Wall Street New York NY 10005

Reference: FX2013-0805-0738/E

Org Id: 305

REVIEW LETTER

1. Life Guide - Planning for Children with Special Needs (#13-00553) Rules: FIN 2210, SEC 482, VARIABLE 18 pages

Fee:

\$1000

Total Fee: \$1000

Attention: Sheila Kepley

Although the above-referenced guide appears consistent with applicable standards, we offer the following specific comments:

Please note our review of the guide does not extend to the questionnaires contained on pages 13-16. We take this opportunity to remind the firm of its responsibility to ensure this information is accurate.

If you have any questions regarding these comments, please contact me at 240.386.4500.

Reviewed by,

Nancy M. Damiano Supervising Analyst

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This year's Advertising Regulation Conference will be held on October 10-11 in Washington, D.C. For more information and to register, please view our online brochure at http://www.finra.org/conferences/adreg3.



NOTE: This review is limited to the communication that was filed. We assume that the communication does not omit material facts, contain statements that are not factual, or offer opinions that do not have a reasonable basis. This communication may be described as "Reviewed by FINRA" or "FINRA Reviewed"; however, there must be no statement or implication that this communication has been approved by FINRA.

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