

April 19, 2017

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Reference: **FR2017-0227-0213/E**
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REVIEW LETTER

1. Loss Aversion - Storyboard and Behavioral Finance Video (#2017-177)

Rule: FIN 2210

5 pages

Fee: \$125

Total Fee: \$125

Attention: Terri Samujh

The material submitted appears consistent with applicable standards.

Reviewed by,

Michael G. Berkovich
Associate Principal Analyst

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This year's Advertising Regulation Conference will be held on October 5-6 in Washington, D.C. For more information and to register, please access the conference webpage at www.finra.org/2017adreg.

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