

Press Release



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For Immediate Release

BridgePortfolio® and BlazePortfolio Announce Strategic Partnership to Deliver End-to-End Back Office Solution for Investment Advisors

Combined Offering Gives Advisors Trading Tools with Back Office Outsourcing

Chicago, IL – June 26, 2011 – BridgePortfolio® and BlazePortfolio Systems today announced the launch of a strategic partnership to provide enhanced flexibility for investment advisors seeking integrated tools to manage rebalancing and trading processes. BridgePortfolio, a leading industry provider of back office support for investment advisors, has incorporated into its product suite BlazePortfolio's ATOM ALIGN, a multi-custodian, web-based modeling and trade order management solution that streamlines the portfolio and household model rebalancing process for investment advisor, wealth management, trust, broker dealer, and multi-family office clients.

"Through this integration between best-of-breed solutions, investment advisors can utilize ATOM ALIGN to seamlessly manage complex trading and rebalancing process, while we oversee their back office functions, including data download, reconciliation, performance reporting, and fee billing," said Peter Dietz, Chief Executive Officer of BridgePortfolio. "This is a win-win for advisors."

"Our partnership with BridgePortfolio provides high-level integration for advisors, while reducing the hassle of manual rebalancing," said BlazePortfolio Chief Executive Officer Bryson J. Pouw. "The integration provides a turn-key solution that allows advisors to get up and running seamlessly."

Foresight Investment Advisors of Hot Springs, Ark. became the first advisory firm to take advantage of this valuable integration. "The integration is seamless," said Mike Carmody, Principal at Foresight, "We now have the flexibility to use the best reporting platform with a robust trading solution, without having to manually link the two. It is great to have two products that work so well together."

BridgePortfolio and BlazePortfolio are pleased to bring this offering to the Registered Investment Advisory community; specifically, firms looking to outsource back office functions while retaining access to cutting-edge trade order management tools.

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BridgePortfolio

Cure your back office blues.

BlazePortfolio™

About BridgePortfolio®

“BridgePortfolio Inc., whose predecessor company was founded in 2000, is headquartered in Chicago and is a wholly owned subsidiary of Insignis Inc. The Company has approximately 50 customers (called partners) across the United States with almost \$2 billion in assets under administration. BridgePortfolio has developed a diverse menu of services that can be outsourced, including private label website development and hosting; efficient online account setup; account administration; performance reporting; model portfolio trading; billing; third-party separate account management and private label separate account platform creation and maintenance.

BridgePortfolio also partners with Capital Market Consultants to design/develop customized, private-labeled fee-based platforms for investment advisors, investment managers, broker-dealers, field marketing organizations, financial planners, banks and trust companies. Their mission is to help these companies to profitably deliver investment advisory services such as ETF and mutual fund model portfolios and SMA and UMA programs. For more information, please visit <http://www.bridgeportfolio.com>.

About BlazePortfolio™

Chicago-based BlazePortfolio Systems LLC offers streamlined technology solutions to investment organizations including software products, seamless implementations and business process improvement consulting. Launched in 2005 as Fascet Chicago LLC, BlazePortfolio brings more than two decades of experience in investment management operations and technology. The BlazePortfolio team has worked with more than 100 investment firms, ranging from individual advisors to global institutions with more than \$1 trillion in assets under management.

ATOM ALIGN is a multi-custodian, web-based modeling and trade order management solution for investment advisor, wealth management, trust, broker dealer, and multi-family office clients. ATOM ALIGN streamlines the portfolio and household model rebalancing process with its intuitive design and comprehensive features. The trading and OMS capabilities in ATOM ALIGN include real-time electronic trading via FIX (Financial Information eXchange) and execution management. The ATOM ALIGN Cloud service is a fully hosted solution that delivers scalability and secure access. The system is fully integrated with the leading portfolio accounting and back-office outsourcing providers. Visit BlazePortfolio online at www.blazeportfolio.com for more information.

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