



TRUST & WEALTH
MANAGEMENT
SYSTEMS

Press Release

InvesTrust Selects Innovest Systems As Trust Systems Provider

Innovest Systems Offers Trust Managers Flexible, Internet-Based Platform with Superior Customer Service

New York, July 23, 2003 – Innovest Systems, LLC, a financial technology firm specializing in trust accounting and reporting services, today announced that InvesTrust, N.A., an independent investment specialist based in Oklahoma City, has gone live with InnoTrust, Innovest's flagship product, to support its trust and asset management operations.

The Innovest system allows InvesTrust to manage its accounts – including large concentrations of institutional and retirement accounts – more efficiently and effectively. In addition to providing a full interface between InvesTrust's 401(k) record keeping platform and the trust system, Innovest customized its solution to address its client's specific market opportunities.

"With a small staff and almost \$2 billion total assets under management, we need automation to make our company work efficiently and enable us to focus on the areas where we can add real value to our clients, such as customer service and growth," said Rhonda Godwin, InvesTrust's chief operating officer. "We chose Innovest for this initiative due to their willingness to innovate and customize to meet our needs and help us be more efficient. We're confident that the system's quality, security, and flexibility will serve us and our customers well."

Innovest's Internet-based solution, requiring only a standard Web browser, provides a single platform for seamless interface between operations, administration and account management tools. Additional service benefits include ease-of-use for users and reduction of risk associated with "legacy" systems from traditional vendors.

Commented Bill Thomas, chief executive officer of Innovest Systems, "We are very pleased to have been selected by InvesTrust. As a company at the vanguard of its industry, InvesTrust required a trust accounting solution that could provide innovative solutions and new approaches. Our selection by InvesTrust is yet another endorsement of Innovest's service ethic and our approach to solving information and accounting system challenges."

About Innovest Systems

Innovest Systems LLC, based in New York City, is a financial technology firm that provides trust companies, banks, private banks, wealth management firms and retirement plan administrators with a web-based, secure, integrated and flexible trust accounting and reporting system. For more information about Innovest Systems, visit www.innovestsystems.com.

About InvesTrust

InvesTrust, N.A., is a nationally chartered, special purpose bank with almost \$2 billion total assets under administration. It provides high quality and productive investment and trust services through personalized contact between staff and clients, including trust accounts, investment management, custodial accounts and employee benefits. For more information about InvesTrust, visit www.investrust.com.

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