



Press Release

INNOVEST SYSTEMS AND INSTITUTIONAL TRADING SERVICES CREATE AN ALLIANCE FOR FIXED INCOME TRADING

New York, February 24, 2010 – Innovest Systems, LLC, a financial technology firm specializing in trust accounting and wealth management solutions, and Institutional Trading Services, LLC (ITS), a professional service organization dedicated to providing trading technology solutions exclusively to the trust and asset manager marketplace, today announced that they have formed a strategic alliance. Jointly, Innovest Systems and ITS will provide online fixed income trading to Innovest’s clients. These trust professionals, investment advisors and traders will have access to ITS’ online fixed income trading platform through Innovest’s flagship product, InnoTrust, a real-time trust accounting and wealth management platform.

Once a trade is executed, the necessary security data will be sent to establish the security on InnoTrust. Trade details will also be transmitted to InnoTrust to establish a trade record for subsequent matching with depository confirm records.

William Thomas, Innovest Systems’ chief executive officer, said, “We are pleased to form an alliance with ITS. This partnership allows Innovest to offer one-stop shopping for fixed income trading execution. Offerings can be searched and sorted by multiple criteria, including maturity, ratings, quantity, coupon, yield and price. This brings the market right to our clients’ desktops in real time.”

Charles Friday, President of Institutional Trading Services, said, “We are delighted to team up with Innovest Systems. As one of the premier electronic fixed income platform providers in the trust and wealth management industry, we offer anonymous access to an electronic marketplace with thousands of pieces of inventory from many different dealers. Innovest’s clients will benefit from a live, executable fixed income trading environment that provides dynamically updated bids and offers. Additionally, upon execution of the trade, clients will immediately receive a confirmation email with extensive trade ticket details.”

About Innovest Systems

Innovest Systems, LLC is a financial technology firm that provides technology-driven solutions to trust and wealth management companies. With assets worth tens of trillions of dollars transferring between generations over the coming decades, Innovest's flagship product, InnoTrust, is designed to deliver a secure, integrated, real-time system offered in an Application Service Provider (ASP) environment. Innovest's technology is designed to meet the needs of smaller independent trust and wealth management companies, as well as the world's largest global financial services firms. Innovest is headquartered in the financial district of New York City. For more information about Innovest Systems, visit www.innovestsystems.com.

About Institutional Trading Services

Institutional Trading Services (ITS) was founded by the shareholders of Mid Atlantic Capital Corporation, (Pittsburgh, PA) and Agency Trading Group, (Minneapolis MN), both registered broker-dealers and FINRA member firms. These two firms have over 25 years' combined experience providing premiere agency brokerage services and a broad array of sophisticated financial products, support services, and technology to the investment community. Some of the nation's largest banks, institutional money managers, and hedge funds are included in ITS' client base of more than 150 institutional clients.

ITS was formed specifically to service the trading, and trading technology needs of the trust company and institutional asset management marketplace. ITS does not engage in proprietary trading or market making activity. ITS offers clients full choice and control of their execution venues. ITS' interests are solely to provide the most cost effective, best execution services available, combined with the state-of-the-art technology and personalized services that will maximize client efficiency. All trades executed through ITS's systems are executed by Mid Atlantic Capital Corporation, a registered broker/dealer.

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