



FOR IMMEDIATE RELEASE

## **Sterling Capital Management Partners with Adhesion Wealth Advisor Solutions to Implement Managed Investment Solutions for Institutional and Retail Clients**

*Adhesion's Customizable Investment Platform and High-Touch Service Enables Sterling's Advisors to Grow and Better Service a Diverse Client Base*

**Charlotte, NC, May 23, 2012**—Adhesion Wealth Advisor Solutions (“Adhesion”), a leading investment services platform for registered investment advisors, announces today that Sterling Capital Management (“Sterling”), an investment manager with over \$37 billion in assets under management and an independently operated subsidiary of BB&T Corporation, has partnered with Adhesion to facilitate Sterling’s delivery of innovative managed investment solutions across a broad client base.

As a true implementation partner, Adhesion’s platform serves as a strategic investment delivery hub for Sterling:

- implementing flexible and sophisticated portfolio solutions for institutional and private wealth management clients;
- enabling the delivery of multi-manager investment programs to the retail client base of BB&T Investment Services;
- facilitating their growth as a leading Strategist, providing turnkey asset allocation and manager selection services to independent advisors.

“Adhesion’s approach to the integration of investment management services is ideally suited for our focus on providing a variety of high end solutions, all tailored to meet the diverse needs of our multiple client segments,” commented Alex McAlister, President of Sterling Capital. We looked at a number of implementation solutions, but found that Adhesion’s combination of advanced technology and high-touch service model far outpaced the pack.”

Adhesion is an implementation specialist, partnering with wealth and institutional advisors nationwide. With Adhesion’s customizable solutions advisors are better positioned for growth, operate more productively and deliver enhanced service to clients. Andrew Tate, Managing Director at Sterling added, “we are confident our partnership with Adhesion will increase the reach of our investment services and enhance the overall client experience.”

Barrett Ayers, Chief Solutions Officer at Adhesion added, “We are extremely pleased to be working with the team at Sterling Capital Management. Sterling has one of the most talented management teams in the industry, with an exemplary investment process, and has earned an unmatched reputation with both institutional and private clients. We are gratified that elite firms such as Sterling have recognized Adhesion’s superior position when it comes to working with independent wealth management firms, distinguished by investment management services highly tuned to the flexibility required by fiduciary advisors.”

### **About Adhesion Wealth Advisor Solutions**

Founded in 1999, Adhesion’s flexible solutions and high-touch service model are specifically designed to meet the unique needs of RIAs. Adhesion’s leading model-based investment management platform, advanced client reporting proposal generation tools, and back-office outsourcing provides RIAs with the

sophisticated service delivery hub upon which to confidently grow their businesses, improve operational efficiency, and increase time to focus on strengthening client relationships. Located in Charlotte, NC, Adhesion currently has more than \$15 billion in assets under administration. For further information, visit Adhesion Wealth Advisor Solutions at [www.adhesionwealth.com](http://www.adhesionwealth.com).

**Media Contact:**

CT Bochau, Director of Marketing  
Adhesion Wealth Advisor Solutions  
CBochau@adhesionwealth.com  
704.494.7438