

Adhesion Wealth Advisor Solutions Partners with BlackRock to Launch the BlackRock Model Portfolios within a Turnkey Solution

Adhesion's market leading UMA platform completes the BlackRock offerings, providing access to low-cost asset allocation tools

January 16, 2013 – Charlotte, NC – Adhesion Wealth Advisor Solutions Inc. (“Adhesion”), a leading practice management and investment solutions partner to wealth advisors nationwide, today announced that it is partnering with BlackRock, (NYSE:BLK), to offer the recently introduced BlackRock Model Portfolios in its investment strategies line-up. Adhesion will offer the BlackRock models in an investable, turnkey solution—giving RIAs the tools to put their clients' money to work within these model portfolios, combined with a comprehensive Investing-Monitoring-Reporting service.

The BlackRock Model Portfolios leverage BlackRock's proprietary risk analytics and investment systems with the financial markets and business process expertise that comes from being a part of the world's largest asset manager. Implemented via Adhesion's market-leading managed account platform, the BlackRock Model Portfolios deliver an innovative, modular approach to constructing investment solutions for advisors' clients:

- I. **Goal-oriented portfolio components** which can be used independently or incorporated into a broader asset allocation program:
 - a) **Target Income Models** – Aims to help clients generate annual income targets in a risk efficient manner
 - b) **Hedged Income Models** – Seeks to deliver income while protecting against inflation and/or rising rates
 - c) **Tactical Equity Model** – Seeks to deliver outperformance versus a global equity benchmark through tactical selection of regional and sector equity exposures
- II. **Strategic Index Models** are a complete, turnkey asset allocation program using BlackRock ETFs and mutual funds;
 - a) Portfolio construction process seeks to balance risk and return in a disciplined fashion leading to highly diversified and risk efficient portfolios for return delivery

- b) Intended to serve as a foundational strategic asset allocation, long-term in nature, with low annual turnover

“BlackRock and Adhesion share a similar philosophy and commitment to helping today’s RIAs grow their practices and better serve their clients,” states Sue Thompson, Managing Director, Head of the iShares Institutional Asset Management/RIA Channel at BlackRock. “By partnering together on this turnkey solution, Adhesion clients can now look forward to the high quality delivery of BlackRock’s Model Portfolios wrapped within the comprehensive proposal, monitoring and reporting service Adhesion is known for.”

“BlackRock is a world leader in active and index investing, expertly using a mix of ETFs and mutual funds to garner exposure while reducing risk and expenses, which is exactly what RIAs are seeking in today’s volatile markets,” says Michael Stier, president and CEO of Adhesion. “The BlackRock Model Portfolios are an important addition to Adhesion’s growing marketplace of investment solutions. They will strongly appeal to advisors seeking high quality, index-oriented, low cost investment solutions for their clients.”

For more information, or to speak with an Adhesion executive, please contact Melinda Staab at Melinda@DAIPartnersPR.com or 443.831.5111.

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 serves as a true partner, providing a scalable, flexible and customized Investing-Monitoring-Reporting solution. The Adhesion Partnership meets the unique needs of each client firm, providing the tools that enable them to grow their business from within—achieving operational excellence and increasing time spent on developing and strengthening client relationships. Located in Charlotte, NC, Adhesion currently has more than \$13 billion in assets under administration. For further information, visit Adhesion Wealth Advisor Solutions at www.adhesionwealth.com