



**FOR IMMEDIATE RELEASE**

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**PPCA Inc. Announces the Availability of an Advanced Approach to Core Investing  
on the Adhesion Investment Management Platform**

**San Clemente, CA - August 31, 2010** – PPCA Inc, a registered investment advisory firm, is pleased to announce that its Surz Style Pure<sup>®</sup> Centric Core Index is now available to advisors through Adhesion's Investment Management platform. Advisors managing client accounts on the Adhesion platform can leverage the Surz Style Pure<sup>®</sup> Centric Core Index with either traditional style-box or modular core-satellite allocation strategies.

The Centric Core philosophy has been in place since 1986. In contrast to "blend" core, which combines value and growth, centric core is the absence of pure value and pure growth. Centric core is the perfect complement to active value and growth managers because it does not dilute their decisions, and serves instead to fill a void that exists in most asset allocation programs. PPCA believes their Surz Style Pure<sup>®</sup> Centric Core Index is the most effective way to diversify an active managed money program without diluting active management decisions. The common use of a broad market index like the S&P500 in a core-satellite program does dilute active management decisions, and as such reflects a lack of confidence in the active managers. Centric simply works better than blend. For a more detailed discussion, please refer to the white paper "[Refining Core-Satellite Investing](http://www.pcca-inc.com/pdf/Truth-about-Core.pdf)" at [www.pcca-inc.com/pdf/Truth-about-Core.pdf](http://www.pcca-inc.com/pdf/Truth-about-Core.pdf).

Ron Surz, President of PPCA, said "Our firm is excited to partner with Adhesion on their Investment Management platform. This new relationship further enhances the efficiency of portfolio management that public funds, endowments, corporations and unions have had access to over the years, and improves upon it with a superior version of core."

Barrett Ayers, Managing Director of Overlay Portfolio Management at Adhesion, added "We are excited to offer the Surz Style Pure<sup>®</sup> Centric Core Index. One of the inherent benefits of our flexible investment management platform is the ability to rapidly respond to client demands for best-of-breed innovators like PPCA while maintaining a high quality and reasonably priced offering. PPCA's unique centric core approach to managing money is particularly timely these days, and we are honored to have them as partners in the rapidly expanding investment advisory market."

**About PPCA Inc:**

Founded in 1992, PPCA Inc and its Target Date Solutions subsidiary provide management and consulting services, focusing on analytical tools for institutional investors and their advisors. PPCA is the developer of Surz Style Pure<sup>®</sup> Indexes, the Safe Landing Glide Path<sup>®</sup> for target date funds, Portfolio Opportunity Distributions for performance

evaluation, Style Scan for style analysis and StokTrib for holdings-based style and attribution analyses. For further information, please visit [www.PPCA-Inc.com](http://www.PPCA-Inc.com) and [www.TargetDateSolutions.com](http://www.TargetDateSolutions.com).

**About Adhesion Wealth Advisor Solutions Inc**

Founded in 1999 and with over \$13 billion in assets under administration, Adhesion provides powerful practice management tools, performance reporting and customizable investment management solutions to many of the country's leading independent wealth management firms. Adhesion's innovative solutions help advisors deliver superior services to clients and build successful, highly-valued practices. For further information, visit Adhesion Wealth Advisor Solutions at [www.adhesionWealth.com](http://www.adhesionWealth.com).

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