

FOR IMMEDIATE RELEASE

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PROPRIETARY INVESTMENT STRATEGIES OF BLUE ROCKEFELLER, LLC NOW AVAILABLE VIA ADHESION TECHNOLOGIES' WEALTHADV PLATFORM

September 18, 2006 – Philadelphia, Pennsylvania – Blue Rockefeller, LLC, an SEC registered investment advisor, announces that it has signed a strategic distribution agreement with Adhesion Technologies. Adhesion's WealthADV Platform is an innovative technology and operations solution for independent investment advisors comprising overlay portfolio management, distinctive client reporting and communication, and outsourced back office services. Under the terms of the agreement, several of Blue Rockefeller's proprietary investment styles will be made available to Adhesion's investment advisor clients as part of the WealthADV overlay management program.

Cassandra Toroian, the founder of Blue Rockefeller, LLC, commented on this latest development for the firm. "We started our relationship with Adhesion by adopting the WealthADV Platform to help operate our own practice. We are now excited about this new agreement which adds our proprietary strategies to the WealthADV overlay program. For us, it's a very effective way to increase our distribution to other investment advisors. Through the WealthADV Platform it is a very simple process for any investment advisor, as an overlay manager, to integrate our financial services sector expertise into their overall investment objectives for clients."

Michael Stier, President and CEO of Adhesion Technologies added, "We are honored by this expanded relationship with Blue Rockefeller. One component of the WealthADV overlay management value proposition is access to exceptional, 'boutique' money managers, like Blue Rockefeller, to which independent advisors do not typically have access through the traditional managed account platforms. With this expanded relationship we continue to grow the capability of wealth advisors to deliver personalized and cost effective investment management services to their clients."

Blue Rockefeller, LLC is an SEC Registered Investment Advisor, based in the Main Line of Philadelphia, whose principals have extensive expertise in the banking sector. The firm was founded in earlier this year by Cassandra Toroian, who is considered one of the country's top experts in community bank investments and is frequently sought after for her knowledge in this sector making appearances on CNBC, Bloomberg Television, as well as print media across the country. Craig Fertel, the firm's other principal, has been involved in fixed income investments for more than twenty years. The firm utilizes proprietary research as well as technology-based investment tools to manage accounts and conduct fundamental analysis on the companies considered for investment.