



FOR IMMEDIATE RELEASE

Adhesion Technologies and Upstream Technologies Announce Strategic Alliance to Provide Overlay and Investment Management solutions to Registered Investment Advisors (RIAs).

Integration of Portfolio Modeling and Overlay Management into Adhesion's Wealth Management Platform allow Advisors to considerably enhance and scale their business model.

Charlotte, NC and Boston, MA, September 22, 2005 – Adhesion Technologies Inc., a leader in outsourced wealth management solutions for Registered Investment Advisors and **Upstream Technologies LLC**, a leading provider of investment management technology and solutions to institutional asset managers, managed accounts and mutual fund managers, have announced a strategic technology and joint marketing alliance.

Through the provisions of this partnership, Adhesion will integrate Upstream's Model Management, Investment Management and Order Management systems into its **WealthADV™ Platform**.

Partnering with Upstream enables Adhesion's WealthADV™ clients to maintain their investment models and continuously monitor account composition and drift. Advisors can quickly rebalance accounts, set client-specific parameters for tax efficiency, turnover, customization, pre-trade compliance – all while reducing program costs and setting their own account minimums. Using the Adhesion platform Advisors may utilize 3rd party models to create a custom blended composite account rather than being subject to the SMA manager's account minimums, fees, turnover, tax insensitivity, and trade execution priority. Furthermore, with the integration of these platforms, advisors can choose to implement multiple styles and strategies in a single, unified overlay account.

"Using WealthADV™ RIAs can now perform their own overlay portfolio management in-house, creating a very compelling opportunity to fundamentally enhance their business and service model" said Michael Stier, Adhesion's CEO. He added, "Both the economic fundamentals and competitive positioning shifts dramatically in favor of the RIA. These are very exciting times for independent advisors."

According to Barrett Ayers, Senior Vice President of Product Management for Adhesion Technologies, "The benefit is that advisors can now focus on providing the type of solution that has traditionally been reserved for institutional clients; including portfolio optimization, unified account management, pre-trade compliance rules, tax harvesting, and risk modeling. The result is a product and service offering for independent advisors that is superior to that which is offered by many major money managers and wire-house brokers".

Frank Callahan, Executive Vice President of Upstream commented, "The incorporation of the Upstream investment management system into the WealthADV Platform, provides a truly attractive solution for the RIA marketplace." Callahan added, "For Adhesion's clients, this type of capability will allow firms to dramatically scale their businesses while gaining operation efficiencies, allowing the advisor to be more attentive to individual client needs."

About Adhesion Technologies

Adhesion Technologies' flagship product, the WealthADV™ Platform is a comprehensive, outsourced solution designed for the Registered Investment Advisor community. The WealthADV™ Investing Center module delivers integrated portfolio management, modeling and trade order management. The WealthADV™ Performance Center module delivers integrated performance measurement, performance attribution, benchmarking and enhanced client reporting. The WealthADV™ Op-Center module delivers web based portals for advisors and their clients, client and firm level reporting, portfolio accounting, automated custodial downloads, posting and reconciliation services, and transaction-level account aggregation. The platform is offered in a hosted environment via a monthly subscription.

For more information, please visit www.WealthADV.com

About Upstream

Upstream Technologies LLC, founded in 1999 by industry veterans Evan Schulman and Mark Hoffman, provides asset managers with a system that incorporates a firm's unique investment style into multiple investment products, from separately managed accounts to institutional portfolios to mutual funds. Upstream's Investment Management System supports straight through processing (STP) and automates an asset manager's workflow of portfolio rebalancing, tax optimization, model and overlay management, as well as a flexible order management solution.

For more information, please visit www.upstream.net

Contacts:

Rich Conley - Adhesion Technologies
rich.conley@adhesiontech.com
704.716.3717

Frank Callahan - Upstream Technologies LLC
fcallahan@upstream.net
617-266-7991 x112