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Media Contact:
Sondra Harris
Sondra Harris Public Relations
sharrispr@comcast.net
415-939-2665

RIA CLIENTS CAN NOW VIEW PORTFOLIOS AND PERFORMANCE REPORTS ON THEIR IPAD

Latest enhancement from Adhesion Wealth Advisor Services fosters closer collaboration between advisors and their clients

Charlotte, NC, August 24, 2010— Adhesion Wealth Advisor Solutions, www.adhesionwealth.com, has enhanced its WealthADV technology platform to provide more ways for RIAs to communicate with clients. Now clients can check their portfolios and performance reports via the iPad as well as most Mac and Microsoft Windows-based devices.

Adhesion's client portal enhancement is the first installment of a major upgrade to the company's WealthADV platform, an upgrade that promises to be a game changer for how RIAs manage their practices. Starting in October, Adhesion will roll out an array of new capabilities, including:

- Powerful new capabilities for advisors to interact with and analyze client portfolio and practice data
- Complete WealthADV access for advisors via the iPad
- iPhone and Android-based apps for clients with smart phones

"It's time for Advisor 3.0," said Michael Stier, president and CEO of Adhesion. "The industry is experiencing a series of events that will likely change it forever—financial crises, failed institutions, and regulatory changes; consolidation, breakaway brokers, and a 'post-Madoff-wary' investor. There is a fundamental reshaping of the industry taking place, and Adhesion has created the solutions that will help RIAs thrive from the resulting opportunities."

As a first step, Adhesion is widening the client portal to increase the advisor's ability to share key information on a timely basis. Now clients can easily pull up current market values, portfolio holdings, or other recent activity right from their iPad or other web-browsing device.

More importantly, broader access allows advisors to move away from printing and mailing thick paper performance reports. The graphics and detail available via online reports provide clients with a clearer, more comprehensive picture of their portfolio and its performance, while saving trees.

Philip Brice, managing principal at Elliott Davis Investment Advisors (EDIA) with over \$600 million in assets, commented, "While nothing is better than a face-to-face meeting with a client, we plan to leverage Adhesion's new client access capabilities to build even closer connections to their

daily lives. Our intent is to continue to stand out as a leader in a competitive environment and use the most advanced capabilities to actively grow our business.”

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, or call at 888.295.8351.