



BridgePortfolio®

Cure your back office blues.®

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BridgePortfolio® Aligns with Capital Market Consultants, LLC

New alliance provides end-to-end solution for open-architecture platforms

For immediate release:

Chicago, IL – July 7, 2010 July 7, 2010 – BridgePortfolio® (“BP”) -- a leading industry provider of back office support for investment advisors, investment managers, broker-dealers, field marketing organizations, financial planners and trust companies -- is pleased to announce a new marketing alliance with Capital Market Consultants, LLC (“CMC”).

CMC will design open-architecture platforms to the clients’ specifications including manager selection and due-diligence for UMAs, SMAs, ETFs, and Mutual Funds, as well as overlay management where requested; BP will provide the set-up and ongoing maintenance of the customized platform including a private label website, an account opening tool, a dashboard, daily reconciliation, billing and performance reporting.

Both Mike Ruane, EVP of BP, and Barry Mendelson, CEO of CMC, are excited about this new relationship. Barry states “This alliance will allow us to serve new markets where we can provide an institutional level platform to smaller relationships.” Mike claims “This is a seamless partnership that will supply an end-to-end solution – from design, to implementation, to ongoing maintenance – to a variety of firms looking to build a platform for their assets.”

Through this new relationship between BridgePortfolio and Capital Market Consultants, LLC, potential clients will be able to take advantage of a comprehensive, open-architecture investment platform solution customized to the needs of the firm.

About Capital Market Consultants, LLC

Capital Market Consultants (“CMC”), founded in 2002, is a respected independent institutional investment consultant that specializes in serving the wealth management industry. CMC provides an array of services including independent and impartial manager research and due-diligence, economic consulting, portfolio structuring, and more. Their clients are financial institutions and wealth management firms. For more information, please visit www.cmarkc.com.

About BridgePortfolio®

BridgePortfolio (BP) is a leader in developing flexible, customized, private-labeled asset management platforms for investment advisors, investment managers, broker-dealers, field marketing organizations, financial planners, banks and trust companies. Their mission is to help these companies to profitably deliver investment advisory services, including ETF and mutual fund wrap model portfolios, and SMA and UMA programs.

Founded in 2000, the company has approximately 65 customers (called partners) across the United States with almost \$2 billion in assets under administration. BP has developed a diverse menu of services that can be outsourced, including private label website development and hosting; efficient online account setup; account administration; performance reporting; model portfolio trading; billing; third-party separate account management and private label separate account platform creation and maintenance. For more information, please visit <http://www.bridgeportfolio.com>.