



BridgePortfolio®

Cure your back office blues.®

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Water Valley Investment Advisors, Inc. Outsources Back Office to BridgePortfolio®

RIA Firm To Utilize BridgePortfolio®'s Back Office Solution Product

For immediate release:

Chicago, IL –April 22, 2010 – BridgePortfolio® -- a leading industry provider of flexible, customized, private-labeled RIA platforms and back office support for investment advisors, investment managers, broker-dealers, field marketing organizations, financial planners and trust companies -- is pleased to announce that Water Valley Investment Advisors, Inc. of Naperville, IL has selected BridgePortfolio as its outsourcing provider.

BridgePortfolio will provide Water Valley with the set-up and ongoing maintenance of its back office activities including a private label website, an account opening tool, a dashboard, daily reconciliation, billing and performance reporting.

Mike Ruane, Executive Vice President of Sales at BridgePortfolio, said that Water Valley decided to outsource their back office functions to BridgePortfolio in order to “minimize their day-to-day operational tasks so that more time could be spent with clients.” He added that, “Water Valley also wants to take advantage of BridgePortfolio’s ongoing commitment to investing in and delivering the latest in proven technology solutions to RIA firms.”

According to Philip Dorr, President, Water Valley Investment Advisors, “Our advisors will be able to increase productivity thereby improving customer relationships and providing more personal and customized financial advice to our clients.”

About Water Valley Investment Advisors, Inc.

Water Valley Investment Advisors, Inc. is a fee-based financial planning and asset management firm that provides custom-tailored investment services. This registered investment advisory (RIA) firm was co-founded by Phillip Dorr and Kurt Dorr in 1998. Combined, they have 50 years of experience in the investment business. Water Valley’s main objectives are: asset growth, capital preservation, portfolio diversification, and personalized investment strategies.

About BridgePortfolio®

BridgePortfolio 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. BridgePortfolio 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>.