



FOR IMMEDIATE RELEASE

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Note to Technology Writers: A Go-to Meeting Demo is available upon request.

**E*ASSIST LAUNCHES ADVISOR CONNECT IN PARTNERSHIP WITH
ORION ADVISOR SERVICES AND MONEYGUIDEPRO™**

The New Platform Will Connect Best-of-Breed Applications for Financial Advisors

**OFFICIAL LAUNCH TO TAKE PLACE AT THE TD AMERITRADE INSTITUTIONAL PARTNERSHIP CONFERENCE
ON FEBRUARY 4-7 IN LAS VEGAS**

NEW YORK, February 3, 2009 – E*Assist, LLC, an operational system that delivers an innovative, single-application turn key solutions to financial advisors; Orion Advisor Services, LLC, an outsourced portfolio accounting service bureau, and PIETech, Inc., the developer of MoneyGuidePro™, the first collaborative internet-based financial planning software, announced today the launch of AdvisorConnect (www.getadvisorconnect.com), a new technology that will enable financial advisors to connect industry-leading applications and services within a single platform.

“In today’s highly-competitive environment, it has become imperative for advisors to integrate technology, data and services on a single platform,” said Jeremy Condie, E*Assist’s President. “ By combining the operational system expertise that E*Assist derives from its successful relationship with salesforce.com with those of Orion Advisor Services and MoneyGuidePro™, we are able to deliver a solution that will enable financial advisors attain superior work efficiency by giving them the freedom to choose and link to the platform the best available applications that add the most value to their businesses.”

The three partner firms, which are leading specialists in the financial services industry, will make available their respective CRM, Portfolio Accounting and Financial Planning proprietary technologies on the advisor-focused platform. E*Assist will contribute its Salesforce customized Customer Relationship Management for advisors, along with practice, client and compliance management capabilities, as well as data integration and operational support.

Orion Advisor Services will provide to the platform its Portfolio Accounting Engine, which features capabilities, including performance and cost-basis calculations, data aggregation, trading and modeling. MoneyGuidePro will integrate into the platform its Web-based Financial Planning software

to enable advisors create, implement and maintain for their clients investment strategies that best meet their lifetime financial goals.

“To operate a profitable advisory firm in today’s market environment, advisors are looking to maximize efficiency with integrated core technology platforms,” commented Eric Clarke, President of Orion. “Advisors can’t waste valuable staff resources by duplicating data entry across applications. Our integrations with our AdvisorConnect partners enable advisory firms to operate efficiently and focus on what makes them successful.”

Bob Curtis, CEO of PIEtech, Inc. stated, “This offering gives advisors the best of two worlds. They get best-of-breed solutions for each of their core applications wrapped within a fully integrated package.”

About E*Assist

Founded in 2006 and based in New York City, E*Assist is an operational system that delivers an innovative, single application turnkey solution to financial advisors to empower them to focus on client relationship and build their practices. The firm’s innovative, authentic and unmatched platform, developed on Salesforce.com technology, integrates in its open architecture industry-leading technologies and offers incomparable speed and scalability. This affords to its users an unmatched degree of accounting and compliance oversight, data aggregation capabilities and client service. For more information, please visit www.eassistllc.com

About Orion Advisor Services

As a complete back-office solution for fee-based advisors, Orion's ultimate portfolio accounting service bureau is customizable, integrated and scalable. Orion handles tasks including: performance and cost basis reporting, daily database reconciliation, statement generation and delivery, and advisory fee billing, so advisors can focus on building client relationships and managing money. Orion’s web-integrated system gives advisor staff immediate access to client data, extends an advisor’s brand with a private-labeled web portal, and delivers powerful tools like a highly customizable reporting engine, built-in document imaging and true integration with CRM and financial planning applications. For more information, please visit www.orionadvisor.com.

About MoneyGuidePro

MoneyGuidePro (MGP), developed by PIEtech, Inc., provides an exciting new approach to Financial Planning. It replaces the unnecessary complexity of traditional, detailed-cash-flow planning software with a goal-oriented process that is faster, easier and more engaging for the client. With MGP, advisors can create a Retirement Lifestyle plan to show clients how to maximize the satisfaction and enjoyment they will obtain from their money during their lifetime. It is particularly effective in helping restore client confidence during down markets. MGP has been hailed as “the most innovative product to come along in a long time” and was selected as the “Software of the Year for 2008”. For more information, please visit www.moneyguidepro.com or call 800.743.5312

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