

Press Release

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SKADVISORS SELECTS IAS FOR ITS WEALTH MANAGEMENT SOLUTION

Titusville, FL, December 29, 2004 - SKadvisors, LLC, an independent investment advisory firm, announced today that it has selected Investment Advisory Software, LLC (IAS) as its software solution provider for wealth management and financial planning. IAS (www.iassoftware.com) is headquartered in Marietta, GA and has developed the only integrated software to encompass all aspects of relationship management, client communications, practice management, financial planning, portfolio management, and reporting. IAS was developed by financial advisors for financial advisors and brings a high-tech solution to the complex demands of portfolio management. IAS provides SKadvisors with exceptional back-office support for processing and reporting on the investment transactions processed on behalf of our clients. In addition to the financial planning and portfolio management solution, IAS provides data backup and disaster recover services to SKadvisors from multiple locations throughout the U.S.

IAS is independent and interfaces with all major financial institutions to download transactions processed by investment advisory firms.

“IAS provides SKadvisors with the ability to utilize any custodian for client holdings. We are not tied to any custodian’s proprietary software to run our business and as such, SKadvisors can use multiple custodians further enhancing the product offering of our firm,” said Bruce D. Kelvington, Partner and Chief Investment Strategist, SKadvisors, LLC.

SKadvisors will be working closely with IAS to develop additional products and enhancements including client access and document imaging and retention.

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