



For Immediate Release

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**BRIDGEPORTFOLIO, IW FINANCIAL OFFER ADVISORS FIRST
BIBLICALLY RESPONSIBLE INVESTING MANAGED ACCOUNT PLATFORM**

*Kingdom Advisors to encourage use of new
BRI Manager Marketplace by its 1200 advisors*

PORTLAND, Maine (August 6, 2007) — BridgePortfolio, a managed accounts platform provider for independent advisors, and IW Financial, a leader in the development of environmental, social, and governance (ESG) research, consulting and portfolio management solutions for the financial services industry, have joined to offer investment advisors the first Biblically Responsible Investing (BRI) managed account platform, it was announced today.

The BRI Manager Marketplace combines access to leading BRI asset managers and investment analysis with an open architecture technology platform that includes performance reporting, account opening and prospecting tools, model portfolio maintenance, private label Website hosting, and trading. The platform incorporates a research overlay from IW Financial, providing additional monitoring to ensure adherence to BRI guidelines.

Kingdom Advisors (formerly the Christian Financial Professionals Network), has sought the BRI Manager Marketplace for use by its 1200 plus member advisor network.

“To date, there has been no systematic way for investment advisors to participate in the growing demand for a biblically responsible managed account product,” said David Edstrom, chief marketing officer at BridgePortfolio. “With the BRI Manager Marketplace, we are offering a turnkey solution that provides access to qualified BRI asset managers on a full-service managed accounts platform.”

“The BRI Manager Marketplace provides a very exciting option to those members of our advisor network who want to be able to offer BRI managed accounts in a simple to use format,” said Tony Stinson, chief operating officer at Kingdom Advisors. “We think both our advisors and their clients will find this to be the most significant development in years for BRI investing options.”

At launch the Marketplace will provide access to managers who have a longstanding reputation for BRI as well as a growing number of managers newer to the space that have made a commitment to providing BRI-compliant model portfolios. The goal is to provide advisors with access to managers with sufficiently different strategies to create a diversified investment offering.

“By simplifying the process of creating and monitoring portfolios, we believe this new platform will accelerate investor demand for BRI investment solutions,” said Sam Pierce, chief executive officer at IW Financial.

About IW Financial

IW Financial is a leading provider of environmental, social, and governance (ESG) research, consulting and portfolio management solutions for asset management firms, managed accounts sponsors, institutional investors, plan sponsors, and investment advisors. With its unique combination of investment industry expertise, unbiased research, and technology solutions, IW Financial helps industry professionals capitalize on growing investor demand by incorporating ESG factors into investment platforms, products, and portfolios, adding value to the money management process while strengthening client relationships.

For more information on IW Financial visit www.iwfinancial.com.

About BridgePortfolio

BridgePortfolio is the leader in developing flexible, customized, private labeled platforms for investment advisors, investment managers, broker-dealers, financial planners, banks and trust companies to profitably deliver separate account portfolio management. BridgePortfolio has developed a suite of outsourced services including private label web-site development and hosting; efficient online account setup; account administration; performance reporting; model portfolio trading; billing; third-party separate account management and private-labeled separate account platform creation and maintenance.

For more information on *BridgePortfolio* go to www.bridgeportfolio.com

About Kingdom Advisors

Kingdom Advisors is the foremost Christian financial professional training organization. Kingdom Advisors mission is to engage, equip, and empower Christian financial advisors to communicate Biblical wisdom to their clients, apply professional principles in their practices, and live out their faith in their marketplace for Kingdom impact.

For more information on Kingdom Advisors visit www.kingdomadvisors.org

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