



BridgePortfolio®

Cure your back office blues.®

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BridgePortfolio® Sells to Insignis, Inc.

Insignis Seeks Synergy with BridgePortfolio®'s Back Office Services

For immediate release:

Chicago, IL – May 16, 2011 – BridgePortfolio® -- a leading industry provider of back office support for investment advisors, is pleased to announce that last week they signed a definitive asset purchase agreement to be acquired by Insignis, Inc., a nationally recognized data aggregation company operating in the financial services industry.

This asset purchase transaction will combine the “best in class” technologies from two well-respected companies serving the financial industry. The companies currently serve complementary segments of the market.

BridgePortfolio is an outsourcer of back office operations such as portfolio accounting and model trading for SEC and state Registered Investment Advisory firms. Insignis offers financial-data aggregation services to institutional Investment Consultants, large Plan Sponsors, Investment Managers and Third-Party Application Providers.

Synergies of the Transaction

BridgePortfolio, which began in 2000, is one of the leading back office outsourcers in the RIA industry. Today, the company has over 50 customers across the U.S. with aggregate assets under administration of almost \$2 billion.

Insignis provides financial-data aggregation services to the institutional marketplace. Insignis currently operates data aggregation services for four primary service arenas: investment consultants, plan sponsors, investment managers, and third-party application providers. In each arena, Insignis has a well-established position in the marketplace with leading clients. For example, Peter Dietz, Insignis CEO notes that “in the custodian data aggregation services alone, Insignis collects position and transaction data on over \$2 trillion in assets on a daily basis.”

The two companies share a strong client-service oriented philosophy that will continue to be a cornerstone of the offerings from the combined organizations. In addition, by combining the two firms, synergies will be realized in operations, product development, infrastructure, sales & marketing, and technology.

Commenting on this transaction, Peter Dietz noted: “Bridgeportfolio has developed an impressive suite of tools for supporting the back office of an RIA. When these tools are combined with the operational excellence and financial strength of Insignis, I believe that the combined entity will be uniquely positioned to provide outstanding service to the RIA marketplace.”

The “New” BridgePortfolio

The deal structure calls for BridgePortfolio, Inc. to operate as a separate, wholly-owned subsidiary of Insignis, Inc. Peter Dietz will become the new CEO. All of the operational staff will be retained through this transition, so that there will be a seamless transition in both service levels and in operational relationships.

The overall mission is to make BridgePortfolio the premier back office service provider in the independent investment advisory industry in terms of quality solutions, integration/reconciliation of data and customer service.

Profiles of Each Company

About BridgePortfolio®

Founded in 2000 and headquartered in Chicago, the company has approximately 50 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.

BridgePortfolio also partners with Capital Market Consultants to design/develop customized, private-labeled fee-based 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 such as ETF and mutual fund model portfolios and SMA and UMA programs. For more information, please visit <http://www.bridgeportfolio.com>.

About Insignis, Inc.

Insignis, Inc. provides data aggregation, data management, and reporting services to the institutional investment community and their advisors. Insignis currently provides these services in four market segments: investment consultants, plan sponsors, investment managers (utilizing futures), and application providers. Since 1985, Insignis has been developing steadily improving technology for collecting and aggregating financial data for pension plans, investment managers, and pension consultants. Our organizational "roots" are in the collection of data on complex derivatives, including exchange-traded futures and options on futures, OTC swaps and swaptions, as well as foreign-exchange spot and forward contracts. As a consequence of this history, both our technology and our staff have been built with an understanding of the full range of complexity in financial instruments. For more information, please visit <http://www.insignis.com>.