



Process Efficiency for Separate Accounts

For Immediate Release:

CONTACT:

Tim Henry
(732) 516.9499 x 254
thenry@marketstreetadvisors.com
www.marketstreetadvisors.com

MARKET STREET ADVISORS WINS SOMERSET ASSET MANAGEMENT

Edison, NJ 03/13/07 – Market Street Advisors, a provider of middle and back office administrative services for asset managers, sponsors and outsourcers, has signed Somerset Asset Management. Market Street Advisors is the first Application Service Provider (ASP) to provide a fully integrated platform that automates the following: reconciliation, performance composites, and restrictions processing. These functions support Somerset's rapid growth.

Mike Ott, Managing Partner of Somerset Asset Management, stated, "Market Street's highly scalable platform allows us to focus on growing our business while Market Street enhances our infrastructure." Somerset has a need to run its expanding business at scale. Appropriately, Somerset sought a fully integrated ASP that supports a wide range of functions while avoiding the very high cost of un-integrated software installations. Market Street Advisors' robust functionality and professional client support make it easy to meet Somerset's requirements.

According to Brett Rekas, Chief Investment Officer of Somerset Asset Management, "Market Street's flexible portfolio management system allows us to support differing investment options. This is crucial to our business as we offer our clients more investment strategies while maintaining our unique service touch." Market Street Advisors' CEO, Bevin Crodian, said "Somerset's investment approach has helped them sustain commendable portfolio returns* while offering a unique service touch. We are pleased to work with them."

ABOUT SOMERSET ASSET MANAGEMENT:

Founded in 2003, Somerset Asset Management LLC is a Minneapolis based asset management firm serving a broad geography of high net worth individuals, families and select institutions. As a registered investment adviser, Somerset serves investors in creating and implementing effective tax, financial and estate planning strategies and translates them into customized long-term investment plans. Somerset teams employ rigorous fundamental and technical analysis into their investment process. For more information please visit their website: www.somersetasset.com.

ABOUT MARKET STREET ADVISORS, INC:

Founded in 2000 by Bevin Crodian, PhD, and Robert Lage, CFA, Market Street Advisors is an application service provider (ASP) of middle and back-office administration for asset managers, sponsors and outsourcers. MSA's stated corporate goal is to provide **lower costs** and **increased functionality** for the middle and back office of the investment management industry. Working from a fully integrated, internet-based platform, MSA provides a wide range of services for institutional, private wealth and wrap investment managers. MSA is also an ASP for full service providers. MSA's services include tax lot accounting, portfolio management, pre & post-trade compliance, performance measurement and reporting, automatic reconciliation, customized workflow, and electronic connections to a number of major financial services institutions.

***Past performance is not indicative of future results**