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Market Street Advisors Wins ETF Associates

Edison, NJ, May 14, 2008 - Market Street Advisors has signed an agreement with ETF Associates to provide technology and personnel for their middle and back office. Market Street Advisors will provide ETF Associates an integrated platform delivered through a web-based front-end that includes: portfolio accounting, order management, daily, time-weighted performance measurement, real-time reconciliation services, and real time reporting.

As a newly registered firm, ETF Associates sought to outsource administrative functions to a team that understands the nuances of the investment management business. Their goal was to focus on their core competency of managing client portfolios. This led them to Market Street Advisors.

According to Alex Rigolizzo, ETF Associates COO, "Market Street Advisors was a clear choice for us after speaking to the solution providers in this space. The Market Street team understands our business needs and can create a custom solution that allows us to market in any distribution channel—either through intermediaries or direct to the end investor. Market Street's real-time reconciliation process will allow our firm to function confidently in a highly automated and accurate environment."

Matthew Forester, ETF Associates CIO, adds, "Our firm uses Exchange Traded Funds (ETFs) exclusively to create our portfolios. MSA built us customized reports that integrated our reporting and processing with our use of innovative investment vehicles. They were able to launch quickly and meet our firm's timetable."

Bryan Dori, Market Street Advisors' Vice President of Product Development, said "Market Street is proud to partner with ETF Associates. We have customized our service to fit their specific needs. Market Street Advisors allows its clients to choose from a full suite of technological and operational services. For too long, the outsourcing market has been an all or nothing solution. Market Street looks to have an in-depth relationship with its clients by creating a business solution that fits the organization's individual needs."



Market Street Advisors

About Market Street Advisors

Market Street Advisors is an outsourcer of middle and back-office administration for asset managers and platform sponsors. Market Street Advisor's stated corporate goal is to provide lower total cost and increased functionality for the middle and back office of the investment management industry. Working from a fully integrated, internet-based platform, Market Street Advisor's experienced team and robust platform provide a wide range of services for institutional, private wealth and wrap investment managers including: tax lot accounting, portfolio management, pre & post-trade compliance, performance measurement and reporting, automated reconciliation, and integrated workflow.

About ETF Associates

ETF Associates, LLC is an investment advisor that uses using Exchange-Traded Funds (ETFs) to build investment portfolios that adhere to modern asset allocation principles. The firm is located in Wayne, Pennsylvania.

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