



THE INVESTMENT
ADVISOR
ALLIANCE

For Immediate Release

Media Contact:

Marjorie Keeler

800-607-3340 x6

media@investmentadvisoralliance.com

Envestnet Available to Advisors of The Investment Advisor Alliance

Ramsey, NJ (March 9, 2009) – The Investment Advisor Alliance, through its custodian, Fidelity Investments, provides access to the Managed Account Resources program powered by Envestnet.

Fidelity's Managed Account Resources is an open architecture unified managed account platform to bring together multiple investment vehicles and outsourced portfolio management providers. The platform built on the expertise of Envestnet provides access to separate account managers with minimums as low as \$100,000 creating another option for advisors to reach the services of some of the premier money managers in the world.

The Managed Account Resources interface affords Investment Advisor Alliance a complete solution; ranging from the proposal and risk assessment stage, to partially completing forms, to optional performance reporting. This start-to-end workflow ensures speed and accuracy when working with several managers.

About the Investment Advisor Alliance

The Investment Advisor Alliance is a privately held Registered Investment Advisor based in northern New Jersey. The fee-only firm provides supervised independence to advisors nationwide. The Investment Advisor Alliance offers training, service, back office support, and compliance oversight to affiliates at any chapter of their career to help advisors grow their practice at their pace. Custom technology solutions make the Investment Advisor Alliance's tools easily accessible and efficient.