



THE INVESTMENT
ADVISOR
ALLIANCE

For Immediate Release

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FolioFN Chosen as Additional Custodian for The Investment Advisor Alliance

Ramsey, NJ (May 6, 2009) – The Investment Advisor Alliance has opened access to FolioFN Institutional for affiliated advisors.

FolioFN Institutional offers investment advisors a custodial platform to manage client accounts in a cost efficient manner. FolioFN provides for custody and rebalancing of client portfolios holding equities and mutual funds with a pricing structure based on assets under management. Equity holdings can be held and purchased in fractional shares during the window based trading method.

The Investment Advisor Alliance believes this offering for customers will help them serve the needs of clients with smaller portfolios or those consisting of numerous ETF and equity positions.

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.