



*THE INVESTMENT
ADVISOR
ALLIANCE*

For Immediate Release

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Investment Advisor Alliance Makes Internal Communications System Mobile

Ramsey, NJ (December 11, 2009) – The Investment Advisor Alliance Direct Service Portal system is now available to advisors on the go.

The Direct Service Portal (DSP) is the internal communications system employed by customers to communicate with the home office. First utilized as a module of the now discontinued Advisor Web, it allows for two-way communication with attachments. Advisor Web functionality was integrated into DSP in anticipation of the mobile reconstruction of the interface.

Affiliated independent advisors now have the ability to view the Direct Service Portal on their web-enabled phones with the same interface they are familiar with on their desktops.

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.