



CUSO Launches ActivePassive Portfolios® from FundQuest to Gain Potential Benefits of Both Index and Actively Managed Funds

San Diego and Boston – Jan 7, 2010 – [CUSO Financial Services, L.P.](#) (CFS), a full-service broker dealer and Registered Investment Advisor and a leading provider of customized investment and insurance solutions to credit unions, has launched the ActivePassive Portfolios® on the CUSO Asset Management (CAM) platform. [FundQuest](#), the manager of the ActivePassive Portfolios, provides managed account solutions, technology-based productivity tools, investment due-diligence, back-office operations, and reporting services to more than 180 financial firms and their advisors.

The ActivePassive portfolios provide a carefully constructed blend of both active and passive (index-based) investment strategies. The portfolios are constructed based on the unique research approach documented in the white paper titled [“What Now--Active or Passive Management? Examining Real Alpha and Exotic Beta”](#) (click to download). Advisors using the CFS platform can select from 14 different ActivePassive Portfolio categories in order to meet a diverse range of investor risk profiles from aggressive to conservative and to serve different investor tax situations.

According to Steve Hollenbeck, senior vice president, marketing, at CFS, “Credit union members and their financial advisors face a confusing barrage of comparisons between the lower cost of passive management (index-based mutual-funds and ETFs) versus the performance of actively managed funds. The ActivePassive Portfolios give credit union financial advisors and their clients the potential to optimize the benefits of both passive and active managers.”

Paula Wheeler, relationship manager, national accounts at FundQuest added, “The ActivePassive Portfolios are the latest example of how CUSO Financial Services enables credit unions to offer a highly innovative and competitive set of investment choices.”

In addition to the ActivePassive Portfolios, the CFS platform offers mutual fund models, unified managed accounts, ETFs, separate account managers, and advisor-directed

managed accounts. These programs, supported by FundQuest, are designed to address the diversification, customization, and tax consideration needs of individual credit union members.

About CUSO Financial Services, LP

Established in 1997, [CUSO Financial Services, LP](http://www.cusonet.com) (Member FINRA/SIPC) is headquartered in San Diego and provides services to more than 120 credit unions, including 25 of the top 100 credit unions in the country. With branch offices located nationwide, and more than 350 licensed representatives, CFS is a full service broker dealer and Registered Investment Advisor offering customized investment and insurance solutions to credit unions. For more information, call 858.530.4400 or visit www.cusonet.com

Similar services are provided to community banks and the independent channel through a sister broker dealer, Sorrento Pacific Financial LLC (Member FINRA/SIPC) and its Partnervest division: www.sorrentopacific.com.

About FundQuest

FundQuest is a partner to broker-dealers, RIAs, banks, credit unions, and independent advisors to help them grow, control expenses, improve profitability, and expand their product and services offerings. FundQuest's services are employed by more than 180 financial advisory firms.

The company's advanced technology, objective investment research, high quality back-office operations, and sales support services enable financial advisors to deliver highly competitive personal wealth management services.

The combined US and European operations of FundQuest have \$40 billion in assets under management and administration. FundQuest's services are offered in the U.S. through FundQuest Incorporated, a registered investment adviser founded in Boston, Massachusetts in 1993. FundQuest is part of BNP Paribas, named one of the world's largest and most stable financial services firms. www.fundquest.com/usa

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