



## **Great American Advisors Launches Fee-Based Advisory Platform in Partnership with FundQuest**

**Boston, MA and Cincinnati, OH (May 28, 2008)** – FundQuest Incorporated, and Great American Advisors (GAA) have launched the Great American Portfolio Strategies Program. GAA, a full-service broker-dealer and subsidiary of American Financial Group, will provide the new fee-based advisory platform to their 630 investment representatives. FundQuest is a leading provider of managed account platform technology and investment management services.

According to Maureen Johnson, Director of Operations, at GAA, "There is a continuously growing demand with our advisors for fee based business. We wanted a platform that allows advisors to offer a wide array of investment options addressing specific client needs including their risk tolerance, financial goals, investment restrictions, and tax considerations. We also wanted these options to be fully integrated with our own internal systems. FundQuest's platform is a comprehensive solution that will enable our advisors to deliver high quality services and increase their productivity."

The new program provides investment advisors and clients with an expanded array of products including mutual fund wrap accounts, mutual fund model portfolios and separately managed accounts. "In addition to the investment products, this program provides advisors with access to money management expertise and sophisticated web-based technology to enhance advisors' efficiency and resources", said Andrea Balutis, Relationship Manager, National Accounts at FundQuest.

### **About Great American Advisors**

Great American Advisors is a full-service investment firm organized to support a nationwide network of investment professionals and their clients. GAA investment representatives and institutions own and operate their own businesses, allowing advisors the freedom and flexibility to meet the financial needs of their clients.

GAA representatives offer clients a complete line up of financial products, including stocks, bonds, mutual funds, fixed and variable annuities, unit investment trusts and insurance products. Representatives include financial advisors, insurance specialists, financial planners and other investment professionals. Since its inception in 1995, GAA has been a part of American Financial Group, Inc., a financial services firm with assets in excess of \$25 billion.

**About FundQuest**

FundQuest is the best partner to help financial institutions and their financial advisors to grow their business. Services are delivered via partnerships with over 110 financial institutions. The combined US and European operations of FundQuest have \$43 billion in assets under management and administration. Services are offered in the US through FundQuest Incorporated, a Registered Investment Advisor founded in 1993. Financial institutions leverage FundQuest's flexible menu of wealth management solutions to provide: retirement income management, unified managed accounts, mutual fund advisory, separately managed accounts, trust services, annuities, exchange-traded funds, and alternative investments.

FundQuest is the most innovative and flexible partner with the best overall support for advisors and management. The company's open architecture investments, objective investment management services, and sales and operational support services help financial advisors to address their clients' important financial goals. FundQuest is owned by BNP Paribas, a global leader in banking and financial services, with operations in 85 countries. (The FundQuest name and logo are trademarks of BNP Paribas.)

Contact at Great American Advisors:  
Marketing & Sales Support Department  
(800) 216-3354, option #7  
gaamarketing@gaadvisors.com

Contact at FundQuest:  
Nicole Kemp  
617-526-7326  
nkemp@fundquest.com