

Madison Avenue Securities Launches Advanced Advisory Platform Via Partnership With FundQuest

San Diego, CA, August 5, 2008– Madison Avenue Securities (MAS) and Madison Avenue Advisors (MAA) have launched a new financial advisory platform via their partnership with FundQuest. MAS and MAA encompass an independent full-service broker/dealer and investment advisory firm with over 100 representatives nationwide. MAS was founded by Asset Marketing Systems Insurance Services, LLC, which works with over 2500 insurance producers.

According to Suzanne Bond, Vice President and Chief Compliance officer of MAS, "this new platform helps us to build on our success in combining investments and insurance to provide a comprehensive offering for financial protection and asset accumulation. The platform enables us to expand the breadth, depth, and sophistication of our advisory tools and investment offerings. Our new platform also has direct connectivity to Pershing, our preferred custody and clearing firm."

Don Doherty, Director of National Accounts at FundQuest, stated, "Madison Avenue Advisors will use FundQuest's platform to provide comprehensive fee-based open architecture investment services." Advisors will benefit from FundQuest managed [Mutual Fund, SMA, and UMA](#) model portfolios, gaining access to the premier money managers selected by FundQuest's investment research team. FundQuest managed Income Portfolios meet the growing demand for products to address the income needs of investors.

FundQuest's [Wealth Architect \(sm\) platform](#) gives advisors access to Russell Managed Model Strategies and LifePoints® Funds*. FundQuest's innovative ActivePassive (sm) Portfolios provide optimal blends of actively managed investment strategies with passively managed investments like ETFs or index mutual funds.

More than 110 advisory firms use FundQuest's services to accelerate their business growth through sophisticated web-based tools for client profiling, proposal generation, and consolidated client performance reporting

About Madison Avenue Securities

Headquartered in San Diego, California, Madison Avenue Securities, Inc. (MAS) is a full service, fully independent Broker/Dealer and Investment Advisory firm serving financial advisors and their clients with branches from coast to coast. The firm was founded in 2005 by parent company [Asset Marketing Systems Insurance Services, LLC](#), a distributor of insurance products with an expertise in fixed index annuities, life insurance and long-term care insurance.

With unique marketing programs and customized sales training designed to deliver innovative systems, AMS and MAS join forces to bring clients and consultants a best-in-class financial services experience. More information: www.mas-bd.com

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 \$64 billion in assets under management and administration. Services are offered in the US through FundQuest Incorporated, a Registered Investment Advisor founded in Boston, MA in 1993.

Financial institutions leverage FundQuest's 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, back-office operations, and sales 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. More information:

www.fundquest.com/usa

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*Russell Investment Group is an independent organization and is not affiliated with FundQuest. Russell funds are distributed through Russell Fund Distributors, Inc. member FINRA, part of Russell Investment Group.