

For Immediate Release



FundQuest

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New Comprehensive Trust Services for Banks and Wealth Management Institutions from Reliance Trust Company and FundQuest

ATLANTA, GA and BOSTON, MA, December 13, 2006 – Reliance Trust Company, one of the largest independent trust companies in the country, and FundQuest Incorporated have announced a strategic alliance to launch an end-to-end set of products and services to fully support trust services for banks and wealth management institutions. The offering encompasses access to premier open architecture managers, investment management services, trading and settlement, trust accounting and custody, and relationship level client reporting.

The solution is designed to allow institutions to concentrate their efforts on relationship management and new client business development. Services are available as a complete solution or on an individualized basis tailored to the needs of each institution.

The FundQuest platform integrates seamlessly with Reliance's unique and innovative custody and back-office services. A number of existing and prospective clients have already committed to use the new platform. FundQuest's wealth management platform provides client profiling, investment proposal technology, and best of breed investment offerings to construct portfolio recommendations that may include separate accounts, mutual fund wrap accounts, individual stocks and bonds, ETFs, and annuity products.

The services integrate with core components of SunGard's AddVantage™ asset management and trust accounting system.

The new expanded set of trust services will be offered to Reliance's base of over thirty five bank trust institutions and wealth management firms and to FundQuest's existing bank, broker-dealer, insurance, and registered investment advisor customers. Reliance and FundQuest will also market the services to new customers.

According to Richard Thayer, Director of Investment Services at Reliance, "FundQuest and Reliance each have more than a dozen years of experience in open architecture investments and in providing dependable industry support services. Our complementary strengths enable us to provide a set of integrated services that will be difficult to match."

According to Robert Del Col, President of FundQuest, "This new combination of outsourced services is a potential triple play for trust institutions. First, they can expand their investment offerings to compete with anyone, second they can increase the

effectiveness of their client acquisition and retention efforts and third, they can gain efficiencies by outsourcing their back-office operations.”

The platform being developed by FundQuest for Reliance will be launched during the first quarter of 2007.

About Reliance Financial Corporation

Reliance Financial Corporation is a privately held Atlanta-based diversified financial services and wealth management company with more than \$39 billion in assets under management and administration. Reliance Financial Corporation subsidiaries have responsibility for servicing and administering additional investments in excess of \$41 billion on behalf of other firms. Reliance conducts business throughout the United States through its trust company (one of the largest independent trust companies in the country) and brokerage offices, investment advisory subsidiaries and insurance agency offices. Reliance offers a full array of outsourcing, wealth management, investment, and trust and asset management services to individuals, corporations and institutions, as well as to other banks, brokerage firms and insurance companies. Please visit the Reliance Web site at www.relico.com for information on all the company's programs and services.

About FundQuest

FundQuest is a leading provider of customized turnkey managed investment account solutions to premier financial institutions. The combined US and European operations of FundQuest have \$30 billion in assets under management and administration. Financial institutions leverage FundQuest's flexible menu of wealth management solutions to deliver: mutual fund advisory, separately managed accounts, unified managed accounts, retirement income management, trust accounts, fee-based brokerage, annuities, exchange-traded funds, and alternative investments.

The company's open technology architecture, objective investment management services, and sales and marketing resources help financial advisors to address their clients' important financial goals. Services are offered in the US through FundQuest Incorporated, a registered investment advisor founded in 1993. FundQuest is owned by BNP Paribas, a global leader in banking and financial services, with operations in 85 countries worldwide and a significant and growing presence in North America. Please visit: www.fundquest.com/usa

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