Black Diamond Inks Deal with Shareholders Service Group for Portfolio Management and Performance Reporting Platform

~ Fast Growing RIA Custodian Becomes 200th Black Diamond Client

Jacksonville, FL and San Diego, CA May 10, 2010. Black Diamond Performance Reporting and Shareholders Service Group (SSG) announced today a joint program to provide Black Diamond's industry leading, web-based portfolio management and reporting platform to SSG's growing list of Registered Investment Advisor (RIA) clients.

"Providing access to Black Diamond's web-based platform will arm our advisors with an industry leading, premium performance reporting solution that will enable them to enhance client service, improve productivity and scalability as they grow," said Peter Mangan, CEO and President of SSG. "Many of our clients are in growth mode and they need the advanced features and functionality that Black Diamond provides. Starting out with the right system from the beginning will save them countless hours and resources over time as they grow their firms."

Black Diamond's web-based, outsourced portfolio management and reporting platform enables advisors to access and take action on daily portfolio information through a dynamic user interface and deliver timely performance reports across households. Black Diamond configures to each unique firm and individual role so advisors can manage portfolios, enhance workflow and communicate their unique performance story to their clients.

"We are very pleased to partner with SSG and contribute to the growth and success of RIAs working with their custodial platform, " said Reed Colley, President and CEO of Black Diamond Performance Reporting. "In our relationship with SSG we have a great partner who shares our focus on providing a great combination of technology and client service. We look forward to working with SSG to help their clients achieve their visions for success."

Black Diamond also is announcing SSG as its 200th client. "We are honored that we continue to earn the right to work with more great advisors," added Colley. "Many of our clients come to us to enhance the quality, timeliness and transparency of their performance reporting, but also discover that our platform can provide them with tremendous scale as they grow. Shareholders Service Group, like our other clients, have entrusted us with their business, and it is our

mission to help them be great by providing the very best combination of technology and service in the industry."

Advisors working with SSG will be able to access Black Diamond on SSG's technology platform. The program will be communicated to SSG clients through a series of web casts and online events.

"Adding Black Diamond to our already robust trading and reporting capabilities will enable advisors working with us to be on the same playing field and successfully compete with the industry's largest wealth management institutions," concluded Mangan.

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About Black Diamond Performance Reporting

Black Diamond is the leading provider of web-based, outsourced portfolio management and reporting platforms to independent advisors. Our mission is to support and cultivate advisor greatness through providing the best combination of technology, service and innovation in the industry. Founded in 2003, Black Diamond Performance Reporting™ offers a powerful tool for advisors and wealth managers by providing unbiased, outsourced investment performance reporting. The Black Diamond solution is a highly configurable, Web-based performance reporting solution that provides accurate, timely and meaningful data allowing advisors and wealth managers to tell their investment performance story. Using its proprietary reconciliation engine, Black Diamond reconciles its clients' data on a daily basis so advisors and wealth managers always have the most current reporting information available at their fingertips. Black Diamond has been recently recognized as the second fastest growing firm in Northeastern Florida by the Jacksonville Business Times and one of the top three of the Best Places to Work in Jacksonville. Black Diamond Performance Reporting is headquartered in Jacksonville, Florida, with offices in San Francisco, Philadelphia and Dallas. www.blackdiamondreporting.com

About Shareholders Service Group

Shareholders Service Group (SSG) provides brokerage and custodial services exclusively for independent registered investment advisors (RIAs). SSG provides a full range of brokerage and back office service and support with a robust technology platform, access to a full suite of investment vehicles, and a highly experienced service team that only serves independent RIAs. The company began serving independent RIAs in 2002, and currently serves over 650 advisory firms throughout the country. The management team began serving independent RIAs in the late 1980s, first at discount broker Jack White & Company, then at TD Waterhouse in 1998, upon its acquisition of Jack White. www.ssginstitutional.com 800-380-7370

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