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### **Emerald and Advisys Launch New Product, Partnership**

**San Diego, CA, April 15, 2010** — Emerald and Advisys, Inc., leading providers of marketing and technology solutions for the financial services industry, have partnered to develop the most powerful financial planning tool available today. BRT Advanced Markets Plus offers financial professionals one tool for every stage of the sales process.

“Our two companies wanted to work together to deliver a program that showcased our combined 50 years of experience in this industry. Advisys’ financial planning software, Back Room Technician (BRT), coupled with our One-to-One educational presentations, give advisors a single application by which to conduct effective personal consultation meetings,” says Paul Peterson, President of Emerald.

“The availability of Emerald’s One-to-One within BRT will simplify the way financial professionals do business,” said Ken Kerr, CEO of Advisys, Inc. “Now they can move seamlessly into fact finding and developing proposals, allowing these professionals to save time, increase sales and build stronger relationships.”

Emerald’s One-to-One is the first ever on-screen presentations designed specifically for use by advisors in client meetings. Presentations are made directly from within the BRT web application where they can be sent to a big screen TV, digital projector or shown on the computer screen.

Emerald's One-to-One presentations are offered exclusively through Advisys. The next generation of BRT and the Emerald One-to-One packages are now available. Contact Advisys directly at 800.777.3162, option 2. More details are available at [www.brtnow.com](http://www.brtnow.com).

### *About Emerald*

For over 20 years, Emerald has served as a marketing resource and partner to thousands of financial professionals, providing innovative products to help build and grow profitable businesses. We continue to bring the best in effective marketing solutions to thousands of agents and brokers, and hundreds of insurance companies and broker-dealers. Our turnkey seminars, client newsletters, personalized Web sites, online automatic marketing, and full-service printing and direct-mail support now set the benchmark for the industry and have made us number one in our field.

### *About Advisys*

Advisys, Inc. specializes in solutions for financial services and other advice-driven industries. Its products include some of the most recognizable brands in financial services and are used by individual representatives and leading financial services companies to meet their sales and compliance needs. Advisys is the developer of BRT, the only financial planning application to combine goals-based analysis, client education and presentation materials, thus motivating prospects to positive action.

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