FOR IMMEDIATE RELEASE:

STERLING TRUST® NOW OFFERS ADVENT® CUSTODIAL DATA (ACD) FROM ADVENT SOFTWARE

Waco TX, January 3, 2011 – In an effort to simplify the task of managing multiple custodial relationships, Sterling Trust (a division of Equity Trust Company®) is proud to offer Advent® Custodial Data (ACD) from Advent Software. ACD creates one centralized platform for the delivery of account data into a portfolio management system, which automates the process of updating, reconciling and reporting account records. This technology enables financial professionals to service more customers and manage more accounts accurately and profitably.

ACD simplifies the investment process by electronically collecting, consolidating, and delivering data which has been sourced securely via direct-feed interfaces from custodian systems of record. Daily transactions, positions, prices, security information and other data are readily available. By consolidating account data from different custodians through a single secure connection to Advent, ACD eliminates manual processes, increases efficiency and reduces expenses thereby leaving more time to focus on client relationships.

Jeff Kelley, Chief Operating Officer of Sterling Trust, stated "In today's investment environment, it is critical to our success that we remain on top of the latest technology and services. ACD helps us do just that. ACD is another step towards our focus and dedication to providing advisors with the tools they need to run a profitable, efficient practice and to help them grow their business to become the premier Advisor in their community."

ACD is just one of many reasons why Advisors, Broker/Dealers and other financial services intermediaries partner with Sterling Trust. Sterling Trust, as a division of Equity Trust (established 1974), has focused on being the industry leader in custodial services for alternative investments providing:

- Expert knowledge on Alternative Investment Products and Self-Directed IRAs
- A single all-inclusive fee schedule featuring unlimited transactions for advisors and clients
- One single point of contact for your sales and service needs
- Access to complimentary educational materials, including webinars, industry reports, etc.
- The safety and security of working with one of the largest and most experienced investment custodians
- Sterling Online for Advisors that Sterling doesn't currently have a feed into their advisory platform. Sterling Online provides a single logon view to all the Advisors relationships held at Sterling

To take advantage of all Sterling Trust has to offer, start your relationship today by calling (877) 345-4721 or visiting us at www.SterlingTrustCompany.com. For more information on ACD or any other Advent software products, visit www.Advent.com.

About Sterling Trust

Sterling Trust is a passive custodian specializing in self-directed IRAs, qualified business retirement plans and non-qualified custodial accounts. The company works with financial professionals, broker dealers and registered investment advisors across the U.S. As a division of Equity Trust Company (established 1974), Sterling Trust is part of an experienced team that serves more than 128,000 clients with nearly $10 billion of retirement plan assets under management. Sterling Trust's services provide an alternative investment strategy to help individuals and businesses diversify beyond the traditional markets into investments like real estate, tax liens, precious metals, promissory notes, oil and gas, equipment leasing, renewable energy and more. For more information, visit www.SterlingTrustCompany.com.

Advent is a registered trademark of Advent Software, Inc.

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