FOR IMMEDIATE RELEASE

iPro One Adds ASI Client Acquisition Solution® to its CPA360™ Platform for Investment Advisors

NEW YORK, NY, SEPTEMBER 24, 2008 – iPro One, Inc. (www.iproone.com) announced today that it has added ASI Client Acquisition Solution from Advisor Software, Inc. (ASI) to the iPro One CPA360 platform. ASI is a leading developer of wealth management solutions for the investment advisor marketplace.

ASI Client Acquisition Solution is an integrated platform that enables advisors to review an investor's current portfolio holdings, conduct a risk assessment, develop an asset allocation strategy, select securities, create model portfolios and generate a comprehensive investment plan in 15 minutes or less.

CPA360™ is a sophisticated proprietary platform designed by iPro One to unlock hidden potential in CPA firms to grow wealth management assets, fees and clients by seamlessly integrating with a firm's own tax preparation and client management systems. It is comprised of a series of tax-centric diagnostic modules that identify areas of potential weakness in a client's financial situation, unifies the CPA and Wealth Advisor, and assists both parties in developing and delivering customized solutions to meet the needs of their clients.

"iPro One selected the ASI tool because of its innovative approach to the financial planning process and its high degree of scalability," said Anthony Wood, CEO of iPro One, Inc. "It is a natural fit with our CPA360 platform because it can adapt easily to the individual needs of investment advisors within our member CPA firms, including analysis, risk assessment, reporting, planning and modeling."

"ASI Client Acquisition Solution uniquely leverages institutional-caliber analytics including asset allocation, style and industry sector exposure, security overlap, efficient frontier, fixed income, performance and risk/return analysis as well as Monte Carlo simulation," said Neal Ringquist, president and COO of Advisor Software, Inc. "This empowers investment advisors within iPro One's member firms to better serve existing clients and convert more prospects into clients by better demonstrating the benefits of selected investment products and diversification strategies."

ASI Client Acquisition Solution's key features include:

- **Configurable Workflows** that allow financial institutions to set-up their own custom asset allocation targets, model portfolios and investment universes.
- **Comprehensive Investment Proposals** that leverage advanced portfolio analytics; contain an investment policy statement; and can be configured to reflect the advisory firm's brand, thereby promoting its services to the client.

- **Wide Investment Product Coverage** to support a range of security types including mutual funds, stocks, bonds, exchange traded funds, separately managed accounts and variable annuity sub-accounts.
- **Integration Capabilities** for full-integration with user management and authentication systems, portfolio management systems and trading platforms.

"The addition of ASI to the CPA360 platform is the next step in iPro One's plan to revolutionize how CPA firms manage their investment advisory practices," added Wood. "iPro One uniquely helps CPA firms identify new revenue opportunities, attract more assets and clients, enhance profitability, strengthen bonds between the traditional practice areas and the wealth advisory practice, and provide liquidity and succession planning solutions for the CPA firm partners."

About Advisor Software, Inc.

Advisor Software, Inc. is a leading provider of wealth management solutions for the advisor market. The company has pioneered the first enterprise rebalancing solution and a unique goal-directed financial planning platform that combines institutional-caliber analytics and a balance sheet approach to financial planning. Advisor Software's applications are designed for a wide range of asset management firms, broker/dealers, banks, insurance companies, online brokerages, and other financial institutions, enabling these institutions and their advisors to deliver more insightful, actionable investment advice and build stronger, more profitable client relationships. For more information, visit www.advisorsoftware.com or call (925) 299-7782.

About iPro One, Inc.

iPro One, Inc. is a privately-held financial solutions company that acquires ownership positions in wholly-owned wealth management and investment advisory practices of leading CPA firms. The Company integrates its proprietary tools, *CPA360*™ and *RIA360*™ processes and investment expertise within CPA firms and wealth management firms to help them unlock hidden revenue, attract high net-worth clients, enhance brand awareness and provide succession planning options for firm partners. For more information, visit www.iproone.com.

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