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FOR IMMEDIATE RELEASE

NorthStar to Showcase Salesforce-integrated Wealth Management Software at Dreamforce 2007

Integrated Software Brings On-demand CRM Data into the Wealth Management Advisor Desktop

San Francisco, CA – September 12, 2007 – NorthStar Systems International (NorthStar), the leading provider of wealth management software to financial services institutions, today announced it will be showcasing its Salesforce-integrated wealth management software to financial services customers at salesforce.com's Dreamforce 2007 taking place in San Francisco September 16-19, 2007.

One of the primary challenges wealth management firms face today is the many un-integrated applications – from 7 to 20 – their advisors must navigate each day just to do their job. Siloed applications require advisors to perform manual data entry and redundant tasks, resulting in increased administrative time, the major reason they have less revenue-generating time with clients.

Designed to help firms fulfill overwhelming advisor need – 81% of advisors in a Curian Capital survey cited increasing efficiency as their top priority – NorthStar's CRM-integrated Wealth Management™ software takes integration to a new level. NorthStar software represents the industry's first-ever entitlement-driven integration between an on-demand CRM system and a wealth management advisor desktop.

"Wealth management firms are focused on growing assets under management. With advisors spending half of their time on administrative tasks and toggling through a dozen or so applications, they have diminishing time available to spend with clients and prospects," said Bob Skea, chief operating officer, worldwide field operations, NorthStar. "NorthStar eliminates that administrative inefficiency as NorthStar 5.0 seamlessly integrates views, data, security policies, service events and entitlements at a role and responsibility level across applications and systems. Our integration with salesforce.com is another example of NorthStar providing the advisor a single, integrated view of the client."

With streamlined access to client data, advisors can spend more time servicing and acquiring clients because they are not bogged down by re-keying and toggling between applications. Using NorthStar's CRM-integrated Wealth Management software, advisors can reduce manual efforts and administrative time by as much as one-third.

"Software-as-a-service is defining the vision for a new standard desktop for millions of financial advisors," said Tien Tzuo, chief strategy officer, salesforce.com. "By working with companies such as NorthStar, we are helping wealth management advisors to provide better service to their clients by being able to manage client data and information in one place."

"Bringing together Salesforce.com and NorthStar will finally provide the next generation of Internet and open standards-based solutions pre-integrated for the wealth management industry," said John Orrock, Okere Client Management Solutions. "Okere is delighted to be a strategic partner bringing deep expertise in transforming wealth management processes, an expertise in not only the combined solution but also both Salesforce.com and NorthStar."

In addition to its presence at booth #1002 at salesforce.com's Dreamforce 2007, NorthStar plans to make its on-demand CRM-integrated Wealth Management software available on the AppExchange in the near future.

About NorthStar 5.0

NorthStar 5.0, released on July 25, 2007, is an award-winning advisor desktop that fundamentally improves the way financial advisors acquire, plan, manage and report on client and prospect wealth. The industry's first entitlement-driven CRM integration, NorthStar 5.0 offers the first firm-wide Product Catalog, active Client Hierarchy and Straight Through Processing for Wealth Managers™.

About NorthStar Systems International

NorthStar is the leading provider of wealth management software to financial services institutions. It has a growing list of clients across market segments and sizes such as Charles Schwab, Legg Mason, Merrill Lynch, Wachovia, BlackRock and several national banks. NorthStar products, delivered either on-premise or on-demand, enable firms and their advisors to dramatically improve productivity, enhance client relationships and reduce compliance risk. Please visit the pioneer in wealth management solutions at www.northstar.com.

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