

**FOR IMMEDIATE RELEASE****NorthStar Selected by Netherby for its Advisor Desktop Solution**

**San Francisco, CA – August 11, 2009** – NorthStar Systems International, a leading provider of wealth management software solutions, today announced that Netherby Advisors, LLC. has selected NorthStar as the Advisor Desktop Solution for their Bank and Trust and Registered Investment Advisor (RIA) and Family Office customers.

In an effort to provide a “best in class” and comprehensive offering to satisfy the growing needs of the RIA and regional banking markets Netherby was looking for an advisory desktop technology partner that could provide the added value of a robust front-end solution for their clients. The critical criteria in selecting a vendor were ease of use, time to market, robust client document output, advisor efficiency, strict partitioning of client data and elimination of redundancy around data input. The hosted offering from NorthStar will enable Netherby to offer its clients a comprehensive advisor desktop including a full range of advisor tools including household management, 360 degree client view, portfolio analytics, financial planning, risk profiling and a full suite of proposals branded to Netherby client’s requirements.

“Netherby selected the NorthStar Advisor Desktop primarily due to a shared commitment to provide wealth servicing capabilities and operational efficiencies typically only available to the large wire houses. As the core technology underlying the Netherby AdvisorWorks™ desktop, the NorthStar platform enables our advisory clients to provide holistic wealth management services in an efficient and robust manner allowing wealth advisors to spend less time administering their business and more time growing new relationships and cultivating existing clients” says Fred Busk, Managing Partner of Netherby Advisors. “One of the driving goals of our firm is to deliver institutional capabilities in a cost-effective way to our clients. The NorthStar platform, when combined with our investment advisory and outsourced back-office services empower our clients with a comprehensive end-to-end solution and the resources to compete at the highest levels of the wealth management business.”

“There’s clearly a transition underway in the industry, and we see tremendous growth in the RIA and regional bank space. Our offering is very relevant to this market and it is an exciting opportunity for NorthStar to partner with Netherby Advisors given their expertise in the area and their commitment to providing comprehensive and innovative services” says William Entwistle, Senior VP of Sales & Marketing at NorthStar. “Netherby understands that these firms need the best in class technology and function to service their demanding clients and we are eager to assist them in this goal. With a partner like NorthStar, Netherby can provide a RIA or a regional bank those services that were once exclusive to established broker dealers, family offices and trust companies.”

The NorthStar Advisor Desktop is delivered on-premise or on demand. For more information, visit [http://www.northstar.com/integrated\\_solution.html](http://www.northstar.com/integrated_solution.html).

**About NorthStar Systems International**

NorthStar is a leading provider of wealth management software that enables firms to dramatically improve productivity and drive profitability. Industry leaders use NorthStar to automate and streamline their wealth management workflows with NorthStar Desktop, NorthStar Client Acquisition Solution, NorthStar Client Reporting Solution, NorthStar

Compliance Solution, and NorthStar Product Catalog Solution. For more information about NorthStar, its premier clients and award-winning software, visit [www.northstar.com](http://www.northstar.com) .

### **About Netherby Advisors, LLC**

Netherby Advisors LLC, based in Westport, Connecticut, provides Bank & Trust companies, Registered Investment Advisors and Family Offices with the investment management, operational solutions and strategic expertise to build well differentiated and sustainable wealth management businesses. Accessing Netherby's Platform allows our partners to improve their client offering in a cost effective way, enhancing productivity and efficiency while also freeing up valuable internal resources to focus on strengthening client relationships. Visit [www.netherby.com](http://www.netherby.com) or email us at [solutions@netherby.com](mailto:solutions@netherby.com).

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