PRESS RELEASE

Hanlon Financial Group Completes Acquisition of Interactive Advisory Software

Egg Harbor Township, NJ & Marietta, GA--Aug. 15, 2012

Hanlon Financial Group announced that it has acquired the assets of Interactive Advisory Software, Inc.

Hanlon Financial Group is an affiliate of Hanlon Investment Management, Inc., a $3.4 billion AUM registered investment adviser servicing over 2,100 advisors, 500 plan sponsors and 27,000 accounts and headquartered in Egg Harbor Township, NJ.

Interactive Advisory Software will remain in Marietta, GA. Nathan Berk, who has held the title of Chief Information Officer at Hanlon, is now the CEO of Interactive Advisory Software.

In a statement released by Sean Hanlon, Chairman of Hanlon Financial Group, he stated “Our experience gained in successfully delivering investment solutions to advisors and their clients for the past twelve years puts us in a unique position to understand the needs of advisors in running their practices. We see this as a terrific opportunity to enhance its capabilities as well as broaden the Interactive Advisory Software business model.”

Nathan Berk, the new CEO of Interactive Advisory Software, said “We recognize the trust and investment of resources placed in Interactive Advisory Software by our clients and we are committed to the continuation of excellent service. We share their passion for this industry and look forward to working with all the Interactive Advisory Software clients on a vision for the future. There are exciting prospects ahead; our focus is on delivering software that inspires our clients.”

The Interactive Advisory Software product, Solution 360˚, is delivered as a web-based solution and contains portfolio accounting, reporting, billing, rebalancing, CRM, client portal and financial planning, making it unique in its ability to meet the front, middle and back office needs for advisors.

Silver Lane provided strategic advice to Hanlon regarding the transaction.

About Interactive Advisory Software

Interactive Advisory Software is the developer and distributor of Solution 360˚, a wealth management software application focused on serving the needs of Registered Investment Advisors (RIAs) and Independent Financial Advisors. Today the company has relationships with 170 firms collectively that are advising on over $70 billion in assets. The company provides an integrated, web-based software solution that allows advisors to deliver a holistic level of service to their clients. The single platform solution includes portfolio management, financial planning, customer relationship management (CRM), client portals, rebalancing, and back office/reconciliation services. For more information, visit www.IASsoftware.com or call 877-572-6105.

About Hanlon Investment Management, Inc.

A New Jersey-based investment advisory firm founded in 1999, Hanlon uses proprietary portfolio philosophies and strategies that are rooted in the belief that investment markets are far more risky than most individual and professional investors understand. To that end, Hanlon uses a combination of Modern Portfolio Theory and Trend-following to achieve investment success. Hanlon's external and internal wholesaling team covers the entire country, calling on financial advisors and planners primarily in the independent broker dealer and RIA channels. Hanlon's portfolio management services include managing accounts held in brokerage, variable annuity, 401(k) - 403(b) account platforms, as well as a sub-adviser to Transamerica subaccounts. Hanlon has over 200 Selling Agreements that have resulted in serving over 2,100 advisors, over 500 plan sponsors, 27,000 accounts comprising $3.4 billion in AUM. Additional information is available at www.hanloninvest.com.
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