

## *News Release*

### **BondWave Introduces Fixed Income Advisory Group**

LISLE, IL., September 16, 2008 – BondWave LLC (BondWave®) announces the formation of BondWave Advisors™, a new division that will provide consulting and advisory services to registered investment advisors and broker-dealers who desire to simplify and reduce the cost of individual bond investment using BondWave's *Program Portfolios*™.

*Program Portfolios* are advisor- or rep-directed individual bond accounts that are created and maintained for clients using model-based investment strategies. Program Portfolios enable an investment professional to maintain control of assets and direct the entire fixed income investment process, including trade discretion and execution. Program Portfolios include a powerful set of services and tools designed to streamline and reduce the portfolio management workload and enable an investment professional to extend customized portfolio service to more clients with a cost-competitive alternative to other fixed income options.

“BondWave Advisors will play an important role in the successful implementation of Program Portfolios for our business partners,” said Russ Graham, BondWave's president and CEO. “Our consultants and portfolio strategists will work closely with each firm to customize the Program Portfolios methodology and technology according to the business partner firm's policies, investment strategies and branding requirements. Our goal is to help each firm deploy its own white-labeled version of Program Portfolios with its own unique investment approaches and marketing identity.”

“BondWave Advisors central belief is that a portfolio of high quality, individual bonds offers a more flexible, cost effective approach to fixed income investing to clients with more than \$200,000 to invest. Program Portfolios give the investment professional an easy process through which they can offer, manage and execute individual bond portfolios for clients,” said Greg Carr, Senior Vice President and Portfolio Strategist at BondWave Advisors.

“We conduct a top-down review of existing fixed income allocations and strategies with the firm to determine if the strategies can be further enhanced, or if new strategies should be offered to take full advantage of the new capabilities that BondWave brings to the table. BondWave Advisors will customize investment models, portfolio monitoring procedures, electronic messaging and other unique services available in the BondWave platform.”

Program Portfolios enable each firm to efficiently offer a wide array of fixed income strategies to clients. BondWave Advisors offers a number of Index Targeted Programs (ITPs) which seek to replicate the structure of well-recognized municipal and taxable bond indices. Proprietary strategies from the business partner firm or a third-party advisor may also be replicated.

(Continued)

“Our business partners can offer ITPs as-is, or BondWave Advisors can help customize them further or create new programs to meet the firm’s own requirements,” said Carr. “Our proprietary modeling approach offers a flexible and powerful means to replicate either simple or complex investment strategies.”

“Program Portfolios let the advisor or rep serve as the quarterback for the account, while BondWave Advisors supports the investment strategies and does all the ‘heavy lifting’ with the portfolio management workload,” continued Carr. “We try to make the individual bond investment process as simple and cost-effective as possible to provide a firm and its investment professionals with an innovative new option for fixed income investment.”

For more information, contact BondWave at 630-795-7000 or visit [www.BondWave.com](http://www.BondWave.com).

**Media Contact:** Rob Peterson  
Vice President - Marketing  
630-795-7023  
[robpeterson@bondwave.com](mailto:robpeterson@bondwave.com)