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ONESHARE INVESTMENTS, LLC SELECTS E*ASSIST'S WORKFLOW MANAGEMENT SOLUTION

New York, NY – December 22, 2008 – E*Assist announced today its selection by OneShare Investments LLC, an independent broker-dealer specializing in helping parents and grandparents with college savings planning. A provider of business growth, operational support and compliance management solutions for the financial community, E*Assist has implemented a comprehensive portfolio management system for the start-up broker dealer that will automate every aspect of their business operations. Based on the Salesforce Force.com platform E*Assist's workflow and compliance management solution is available on the [Force.com AppExchange](#) from salesforce.com.

“E*Assist's technology far surpasses anything available today in the financial services industry. Salesforce suggested we meet them when it became evident that we needed a technology solution with the capabilities of Salesforce, but customized specifically for the financial services market,” explained Co-founder Beverley Bonovich. “Initially we were skeptical that they could actually deliver what they were describing. But the capabilities and turn-around times that E*Assist has demonstrated reflect a level of technological sophistication that is generations ahead of every other company we reviewed. Selecting E*Assist has been a goldmine. The system is entirely customized to the way we conduct business, and has literally automated our entire business, from marketing and prospecting, to customer service, record keeping, and compliance,” she added.

“Like many advisors that are going out on their own, OneShare was looking for a technology platform that could match or surpass what they had used at larger organizations. We are pleased that our system has been so effective in delivering a complete platform to maximize their firm's business productivity and operational efficiencies. Given the current market conditions we expect to see many new start-ups looking to minimize overhead and head-count by leveraging our technology,” explained E*Assist CEO Ted Tsung.

E*Assist extends the capabilities of salesforce.com into a holistic practice management solution for wealth management producers, firm principals and home office personnel. The platform is based on a hub & spoke architecture that integrates diverse applications and 3rd party service providers into a single, real-time web-based process that powers total collaboration; workflow execution and monitoring; operational support; and compliance oversight and documentation. The technology can be used with any selection of data, applications, and other investment products and services, which may be updated or changed at any time.

“Salesforce has changed the future of financial services software and redefined what can be expected from a technology platform. Existing proprietary technology solutions have been leapfrogged by the

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capabilities that Salesforce delivers. It's only limitations are in the hands of the software developers who customize it and leverage it for the financial services industry," explained Tsung. "This is where our technology expertise comes in. Our team has decades of experience working with Wall Street's top firms. By leveraging salesforce.com we have been able to build a far superior platform to anything on the market, for less money."

About E*Assist

Founded in 2006, E*Assist partners with companies in the financial advisor community to facilitate immediate bottom-line impact and long-term business growth through an automated approach to improved client service, operational effectiveness and compliance management.

The E*Assist practice management platform is designed to empower wealth manager and home office collaboration. It is the industry's first and only complete practice management solution that enables producers, Offices of Supervisory Jurisdiction (OSJs) and Home Officers to use a single dashboard to drive all recruiting, on-boarding, compliance, transaction processing & monitoring, client analytics and servicing activities. The result is unparalleled compliance oversight, workflow management, client service, and process improvement. E*Assist's technology platform simplifies and automates operational and client management issues, while facilitating increased client contact and productivity. E*Assist's offices are located in New York, NY. For more information, please visit www.eassistllc.com.

About the Force.com Platform and AppExchange

The Force.com platform (<http://www.force.com/>) reinvents the traditional development, deployment and distribution of any business application. Developers, customers and partners can use Force.com to easily create and deliver a new generation of Software-as-a-Service applications. Force.com allows applications to be easily shared, exchanged and installed with a few simple clicks via the Force.com AppExchange marketplace, enabling all the innovation that Force.com unleashes to be easily distributed to the entire Software-as-a-Service community.

The Force.com AppExchange economy continues to expand, with thousands of customers installing applications via the AppExchange. Customers of all sizes can quickly and easily extend the benefits of Software-as-a-Service business applications throughout their enterprises using the Force.com AppExchange, found at <http://www.salesforce.com/appexchange/>.

About OneShare Investments

OneShare Investments, LLC is a broker dealer located in San Francisco, which focuses on helping parents and grandparents plan for the high cost of college. Our Parent Investment Specialists are in tune with and well informed about the needs of parents and their children, as they are parents themselves. They are also well informed about the various college savings strategies, and the many federal and state tax advantages and consequences, as well as the costs and investment options of the dozens of 529 College Savings Plans available today. Our mission is to help send more kids to college, which will enhance their lives and improve their communities, our country and our world. Please visit OneShare Investments at www.oneshareinvestments.com

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