

Press Release

ShareBuilder Partners with Advisor Software, Inc. to Provide Small Investors with a Powerful Self-Directed Investment Advice Capability. PortfolioBuilder and PortfolioBuilder Plus Provide Free Online Advisory Service.

Lafayette, CA – February 7, 2005 - Advisor Software, Inc. (ASI) today announced the launch of PortfolioBuilder and PortfolioBuilder Plus by ShareBuilder, one of the nation's fastest growing online brokers. Developed for ShareBuilder by ASI, the PortfolioBuilder applications provide a free online advisory service for small investors to help them achieve their long-term financial goals.

The PortfolioBuilder applications, together with ShareBuilder's automatic investment plans, enable investors to create, purchase and manage their diversified portfolios. PortfolioBuilder is a simple tool available to anyone who visits the ShareBuilder Web site; PortfolioBuilder Plus is a more interactive advisory tool available to all ShareBuilder customers. Based on inputs from the investor, the tools recommend a customized portfolio of Exchange-Traded Funds (ETFs).

"Historically, brokerage firms have shied away from providing the small investor market with cost-effective financial advice," said Jeff Seely, Chairman and CEO of ShareBuilder. "Now using our PortfolioBuilder tools, investors of all economic levels can easily access customized financial advice."

"We have had a long and successful relationship with Advisor Software," said Mr. Seely. "They have a very strong track record of providing powerful advice applications, and we're proud to be working together to give our customers these important new capabilities."

"ShareBuilder has been enormously successful over the past several years, and we are excited that we can continue to provide them with tools that help their business grow," said Andrew Rudd, CEO of Advisor Software.

Contact us at 925.299.7782 or visit us at www.advisorsoftware.com



About ShareBuilder

ShareBuilder (www.sharebuilder.com) is an online brokerage designed to make investing in the stock market simple and affordable. ShareBuilder serves both beginning and experienced investors and has more than one million customer brokerage accounts. With no account or investment minimums, customers can choose from three automatic, dollar-based investing programs. Individual transactions start at just \$4 per investment, or customers can choose from two subscription-based programs that offer multiple stock purchases at even lower costs per transaction and advanced portfolio tools. Real-Time buy and sell transactions are also available through market and limit orders. ShareBuilder Securities Corporation, a subsidiary of ShareBuilder Corporation, is a registered broker-dealer and member NASD/SIPC.

About Advisor Software, Inc.

Advisor Software, Inc. was founded in 1995 by Andrew Rudd (Founder and former Chairman and CEO of Barra, Inc.) to deliver institutional-strength analysis and advice to the individual investor. ASI's advice technology is designed for a wide range of broker-dealers, banks, insurance companies, online brokerages, and other financial institutions, enabling these institutions and their advisors to deliver more insightful, actionable investment advice and build stronger, more profitable client relationships. ASI is focused on helping clients address specific, critical business issues and objectives related to client acquisition and client management. For more information, please visit www.advisorsoftware.com.

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