

FOR IMMEDIATE RELEASE

CONTACT: Dana Taormina
JCPR
973-850-7305
dtaormina@jcprinc.com

ADVISOR SOFTWARE APPOINTS VICE PRESIDENT OF SALES

Steve Dorsey Will Lead Efforts to Increase Outreach to Financial Institutions and Advisors

LAFAYETTE, CALIF. – July 11, 2011 – Advisor Software, Inc., a leading provider of wealth management solutions for the advisor market, is pleased to announce the appointment of Steve Dorsey as Vice President of Sales. In this role, Mr. Dorsey will spearhead efforts to expand ASI’s enterprise sales and the retail advisor and broker/dealer channels. He will also oversee the growth of their sales team to promote and expand the use of ASI’s products and solutions.

“Advisor Software gives advisors a competitive edge, allowing them to create unique and dynamic investment portfolios that bridge the gap between financial planning and investment management,” said ASI President and Chief Operating Officer Neal Ringquist. “Steve will help grow our sales while opening channels to sell and service advisors directly. We’re excited that Steve has decided to join Advisor Software, where his financial sector experience, deep understanding of the advisor market and extensive contacts make him a great fit for our organization.”

A 22-year veteran of the financial services industry, Mr. Dorsey previously served as West Coast Strategic Account Manager for Thomson Reuters Retail Wealth Management Sales. Prior to that, he was Vice President and National Sales Director at Emmett A. Larkin Company, where he managed the Correspondent Clearing and Financial Advisor Sales Division. Mr. Dorsey also spent 15 years as a financial advisor at several regional broker dealers.

“I am extremely excited about ASI’s wealth management product suite and the opportunity to expand their sales and marketing efforts throughout the U.S. In today’s competitive marketplace, financial advisors need cutting edge tools and that is exactly what ASI delivers,” said Mr. Dorsey. “I believe my experience as both a sales manager and an advisor make me an ideal candidate for this position and I look forward to working with the team at ASI.”

For more information, please contact Dana Taormina at dtaormina@jcprinc.com or 973-850-7305.

About Advisor Software, Inc.

Advisor Software, Inc. is a leading provider of advice solutions for the advisor market. The company has pioneered the first enterprise rebalancing solution and a unique goal-directed financial planning platform that combines institutional-caliber analytics and a balance sheet approach to financial planning. Advisor Software’s solutions are designed for a wide range of asset management firms, 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. For more information, visit www.advisorsoftware.com or call 925.299.7782.

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