For Immediate Release

Contact: Joby Moore
(770) 951-1161
jmoore@iassoftware.com

Interactive Advisory Software (IAS) in Turning Point, Inc.'s Newsletter

ATLANTA, GA – August 28, 2007 – Interactive Advisory Software (IAS) is proud to be mentioned in David L. Lawrence's article in the August 2007 edition of Turning Point, Inc.'s newsletter titled, "Integrated Advisor Platforms: Using the One-Stop Shop Approach". In it, the article covers the struggle advisors and those working in advisor firms endure using disparate systems, including inefficiencies, such as having to complete multiple data entry. Due to this struggle, Lawrence writes about the increasing need for Web-based, integrated solutions because of their many advantages. One is that data entry only need be completed once as it is seamlessly shared in an integrated platform.

David Lawrence uses IAS to illustrate a truly integrated solution. In fact, IAS is the only Unified Wealth Management Solution. Lawrence writes, "Clearly, IAS has a robust interface and has added new features to not only keep up with the competition, but set the pace for all others." He also adds, "This integrated application includes an easy-to-navigate interface, customizable reporting and document capabilities, research tools and reports, scalable Financial and Estate planning tools, and a very good contact management system."

About Interactive Advisory Software (www.iassoftware.com)
Interactive Advisory Software (IAS), a subsidiary of Optima Technologies, Inc., offers the first unified, browser-based solution enabling financial advisors to simplify their workload and provide greater service to their clients. IAS caters to the full spectrum of an advisor's needs, from prospecting for new customers to serving the investing and planning needs of the most complex clients. The system is built utilizing a consistent, intuitive, visual interface and includes integrated, comprehensive financial planning; portfolio management; full-featured client management; transaction/blotter accounting and compliance reporting; practice management; and electronic downloading of security prices, dividends, transactions and positions. The application components are easily configurable allowing the customer to pick and choose from the core modules.

###