

FOR IMMEDIATE RELEASE

Greenwich Marketing Firm Partners with Industry Leader

Karen Morstad & Associates has received a 12-month contract for all marketing responsibilities with XTF Advisors

Greenwich, Connecticut, — October 24, 2006 – Karen Morstad and Associates, LLC (KM&A), a firm focused on providing sophisticated marketing and communications solutions to a select clientele, has just inked a 12-month engagement with the recognized Wall Street based company, XTF, for all outsourced marketing.

Founded in 2000, XTF is a financial services company dedicated to bringing the myriad benefits and efficiencies of exchange traded funds (ETF) to investors. XTF builds ETF portfolios designed to offer stronger, more consistent returns with lower costs, greater tax efficiency and improved transparency. The partnership was inked in August with the launch campaign slated for fourth-quarter marketplace appearance. XTF made this timely decision to further crystallize their marketing and brand recognition.

As part of the partnership, KM&A will be accountable for the development of all educational materials and client literature, a comprehensive brand refresh, advertising, marketing and general outreach through a variety of creative avenues. "We are thrilled to collaborate with XTF and look forward to the possibilities that abound on the creative front," said Philip Shaner, Director of Sales and Marketing at KM&A. To kick off the campaign, launched in today's *InvestmentNews*, a Crain publication, is the first of a series of print ads aimed at expanding the public's perception of the benefits of ETFs by XTF. [See attached PDF]

Mike Woods, CEO of XTF commented, "KM&A's far-reaching expertise in marketing and communications will be a tremendous addition to the XTF team. Their contributions will be key to the advancement of the company as we seek to accelerate the awareness of ETFs and our portfolio of solutions." More information on XTF can be found at www.xtf.com.

About Karen Morstad & Associates LLC:

Founded in 2004 by seasoned marketing veteran, Karen Morstad, Karen Morstad & Associates LLC (KM&A) offers sophisticated marketing and communications solutions designed to inform and motivate an audience. KM&A's mission is to identify the core values that shape a company and then ultimately develop a unified image and cohesive message reflecting a company's culture and attributes.

Experts in the field of visual communications and with more than 65 years of collective marketing experience, KM&A works with an exclusive group of clientele, including banking, brokerage, communications and apparel, providing personal and proactive service for you. For more information, please visit www.karenmorstad.com.

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