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Smartleaf Announces the Hiring of Todd Smurl as Director of Advisory Services

Cambridge, MA, March 5, 2007-- Smartleaf, Inc., a leading provider of portfolio customization technology for the bank trust, RIA and broker/dealer community, has announced that Todd Smurl recently joined the company as Chief Investment Officer and Director of Advisory Services. In this capacity, Todd will be responsible for providing consulting services to clients and prospects focused on the development of best practices around the implementation, training, and marketing of overlay portfolio services.

Todd joins Smartleaf after four years at Compass Bank, where he served as the Head of Investments for the bank's Wealth Management Group. In this capacity, he was responsible for overseeing Compass Bank's SmartPath product, a Unified Managed Account (UMA) overlay platform utilizing Smartleaf technology.

Jerry Michael, CEO of Smartleaf, states: "We are exceptionally pleased to have Todd join Smartleaf. Todd is recognized as an industry pioneer for his early implementation of a successful open architecture overlay program. At Smartleaf, Todd will continue to provide thought leadership around 'best practices' in the design, management and marketing of an overlay management platform. This will be an invaluable resource for our client base and, we believe, for the industry as a whole."

Todd has over 15 years experience in the financial services industry, including a decade-long career in the bank trust industry. Prior to joining Smartleaf, he was an Executive Vice President at Compass Bank's Wealth Management Group where he led the development of SmartPath. Prior to joining Compass in 2003, Todd was a Senior Vice President with the Private Bank at Bank of America, holding several positions including Director of Alternative Investments, Regional Investment Strategist, and Portfolio Manager. He holds a B.B.A. from University of Central Arkansas and an M.B.A. from the University of Arkansas at Little Rock.

ABOUT SMARTLEAF- Smartleaf provides financial institutions with a scalable next-generation separate account management solution. Smartleaf offers software and data services that help sponsor firms automate, as much as feasible, the management of individual accounts—with unprecedented customization, tax and cost efficiency and consistency. Founded in 1999, Smartleaf is a privately-held company that currently supports over 50 customers with over $7 billion in assets under management. Based in Cambridge, Massachusetts, Smartleaf enjoys successful client relationships within the bank trust, broker/dealer and RIA marketplace.