



New Frontier Advisors, LLC

PRESS RELEASE

ASSETMARK ANNOUNCES PARTNERSHIP WITH NEW FRONTIER ADVISORS

NEW PORTFOLIO STRATEGIST TO JOIN ASSETMARK'S EXCHANGE TRADED FUNDS PROGRAM

Pleasant Hill, CA – November 5, 2004 – AssetMark Investment Services, Inc. today announced the addition of New Frontier Advisors as a Portfolio Strategist to its Exchange Traded Funds (ETF) program. The partnership with New Frontier Advisors will further round out AssetMark's ETF offering and provide investment advisors with another option to help meet their client's financial needs.

"We are strong advocates of open investment architecture at AssetMark and the addition of New Frontier further demonstrates our commitment to providing our clients with choice," stated Brian O'Toole, Chief Executive Officer at AssetMark. "New Frontier Advisors complements our existing ETF Portfolio Strategist offering and provides Advisors and their clients with another solution to meet their needs."

AssetMark has been a pioneer in providing ETF asset allocation solutions to Advisors. The firm began offering ETF portfolios in 2002 and currently has over \$250 million in assets in their ETF program.

New Frontier Advisors will provide global strategic asset allocation solutions as part of AssetMark's Exchange Traded Funds platform. The firm joins Standard & Poor's and Breen Financial as Portfolio Strategists – developing ETF asset allocation portfolios customized to meet the specific investment profile for each client. The addition of New Frontier also follows the recent inclusion of OAM Avatar as a new ETF private account manager to the AssetMark program.

Founded in 1999, New Frontier Advisors developed the first patented technology for portfolio optimization, asset allocation, and portfolio rebalancing. The firm combines practical investment theory, a global view of investment value, state-of-the-art statistical estimation and investment technology to meet the needs of clients.

Richard Michaud, President and Chief Investment Officer at New Frontier Advisors, noted "AssetMark is clearly a leader in giving advisors and their clients access to the rapidly growing ETF marketplace. We are pleased to have the opportunity to work with AssetMark to offer their clients access to our cutting-edge technology and investment capabilities."

About AssetMark Investment Services:

AssetMark Investment Services, Inc. was founded in 1996 and is one of the industry's leading providers of fee-based investment management solutions for investment advisors, broker dealers, banks and CPA firms. The company provides services to over 1,000 advisory firms, and administers more than 30,000 investor portfolios with total assets exceeding \$4 billion.

About New Frontier Advisors, LLC

New Frontier Advisors specializes in developing and applying leading edge investment technology in the financial sector. The firm offers financial institutions and their technology partners innovative solutions for delivering asset allocation and portfolio optimization investment strategies in a variety of computer platforms. In 1999, New Frontier received the first-ever patent for a broad-spectrum mathematical-statistical process for effectively enhancing the investment performance of optimized portfolios and for optimal portfolio rebalancing.

Contact:

AssetMark Investment Services, Inc.
Ken Bakar 925/521-2214
kbakar@assetmark.com
www.assetmark.com

New Frontier Advisors, LLC
Allison Bell 617/482-1433, x109
abell@newfrontieradvisors.com
www.newfrontieradvisors.com