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For Immediate Release

Blue Ocean Alpha Revolutionizes ETF Portfolio Outsourcing

Oak Brook, IL, February 3, 2010 - ETF Portfolio Partners, WallachBeth Capital and Millennium Trust Company announce Blue Ocean Alpha, an innovative solution for Investment Advisors that offers sub-advisory ETF portfolio management, omnibus trading and custody for accounts of all sizes.

“Blue Ocean Alpha is the first solution of its kind that seamlessly combines all of the key elements for alpha creation, relying on the expertise of three leading ETF service companies: ETF Portfolio Partners, WallachBeth Capital and Millennium Trust, to provide Advisors with a comprehensive ETF solution,” said John Balevic, senior vice president of Millennium Trust.

“There is a powerful trend emerging where Advisors are increasingly seeking to use ETFs in client portfolios. Blue Ocean Alpha offers an outsourced, turnkey approach that allows Advisors to focus their time and efforts on growing their businesses while still controlling the existing client relationships,” said Richard Romey, president of ETF Portfolio Partners.

Delivering proven, consistent and professional ETF portfolio management, along with exceptional trading execution with minimal transaction costs, regardless of account size, Blue Ocean Alpha allows any Investment Advisor to offer their clients a superior ETF-based portfolio.

In a 2008 State Street Global Advisors survey of investment professionals, 60% reported that ETFs have fundamentally changed the way they construct investment portfolios. Sixty-seven percent called ETFs the most innovative vehicle of the last two decades. With 800 ETFs and assets over \$1 trillion, these “modern day mutual funds” account for over 30% of all equity trading volume on domestic exchanges. Providing access to virtually every segment of the global capital market, ETF assets are expected to grow dramatically over the next decade. Blue Ocean Alpha streamlines any Advisor’s entrance into this expanding marketplace.

For more information on Blue Ocean Alpha, visit www.blueoceanalpha.com.

About ETF Portfolio Partners

ETF Portfolio Partners, Inc., headquartered in Leawood, KS, is a fee-based SEC Registered Investment Advisor offering nine risk-adjusted and three alternative investment strategy portfolios comprised entirely of ETFs. The firm offers investors a powerful alternative to mutual fund based portfolios and packaged financial products. The structured, disciplined approach combines proven strategies, a responsible fee structure, transparency, communication and accessibility. More information on ETF Portfolio Partners is available at www.etfportfoliopartners.com.



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Millennium News

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About WallachBeth Capital

WallachBeth Capital LLC, headquartered in New York, NY, is an 'inter-market-broker' specializing in exchange-listed equity options and index products, ETF's, listed and OTC equities, and non-US equities. Operating on a fully-disclosed, agency-only basis, our role is to demystify the challenges of navigating orders within highly-fragmented markets, and to provide the vital link between those seeking liquidity and those providing best price execution. More information on WallachBeth Capital is available at www.wallachbeth.com.

About Millennium Trust Company

Millennium Trust Company, headquartered in Oak Brook, IL, is an industry leader in administrative and custodial services. Millennium custodies alternative and traditional assets in IRAs, Solo 401(k)s and custody accounts, offers cost-effective 403(b) solutions, creates customized Automatic Rollover programs, provides integrated Health Savings Account solutions and designs unique trading platforms for Investment Advisors. Additional information about Millennium Trust Company can be found at www.mtrustcompany.com.

ETF Portfolio Partners, Inc., WallachBeth Capital LLC and Millennium Trust Company, LLC are not affiliates. Millennium Trust performs the duties of a custodian and, as such, does not provide investment advice or sell investments, nor offer any tax or legal advice.

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