



Press release

Companies Form Strategic Alliance Enabling Financial Advisors to Provide More Comprehensive Services

November 1, 2009. CONSHOHOCKEN, PA—Life Care Gateway, a turnkey practice management program allowing financial providers to help tackle clients’ financial and emotional risks associated with caring for parents and loved ones, and eMoney Advisor, a leading provider of wealth and goal planning solutions have formed a strategic alliance enabling financial advisors to offer life care services.

“A trend that we’ve had a close eye on is the increasing number of clients who are impacted by parental responsibilities,” explains Edmond Walters, Founder and CEO, eMoney Advisor. “We are integrating LifeCare Gateway with our platform to enable advisors to help clients navigate life planning issues,” he adds.

There is an important emerging issue impacting baby boomers’ retirement and financial plans—their parents and loved ones are likely to need financial, emotional, and physical support. LifeCare Gateway give advisors the ability to let their clients know that they care about these important family issues, and have the products and resources available to deal with the issues head on.

“eMoney is well-known in the industry for giving advisors the tools they need to maximize client relationships,” says Randy Bradley, Founder and CEO, LifeCare Gateway. “We are delighted to be one of the latest innovations in their award-winning platform.”

With LifeCare Gateway, advisors can help clients find quality care providers anywhere in the U.S., get educated on the issues, and identify solutions addressing the family’s life challenges. This practice management solution is delivered via a customized co-branded portal on the advisor’s website and on the advisors desktop. In addition to the search engine and access to professional Health Proponents, it provides FINRA compliant content, education and a proprietary EZ-Ticket system to simplify the order placement for selected retirement and protection products.

About LifeCare Gateway

LifeCare Gateway is a privately held company that provides retirement and marketing solutions to Broker Dealers and financial advisors. LifeCare Gateway offers a practice management tool that integrates into the existing wealth management platform used by advisors to simplify the complicated decisions associated with LifeCare challenges and other retirement related issues such as liquidity, income and protection. For more information visit www.lifecaregateway.com

LifeCare Gateway Contact: Bob Aller, Chief Operating and Marketing Officer. 800-275-3980 ext. 709. bob@lifecaregateway.com

About eMoney Advisor □ eMoney Advisor, based in Conshohocken, Pennsylvania provides a suite of award-winning, web-based wealth-planning tools that offer an aggregated, comprehensive view of a client's financial portfolio, as well as features and functions that enable more complete planning and better servicing of a client's needs. eMoney's suite of tools are used by leading financial services firms around the country, including such well-known names as Genworth Financial Management, TD Bank, First Trust Bank, The Guardian Life Insurance Company of America, LPL Financial, MassMutual Financial Group, MetLife, New York Life, National Life Group, Northern Trust, and Securian Financial Services, among others.