



Introducing a Fully Integrated and Customizable Technology Solution



AdvisorSight™

Mid Atlantic Capital Group is pleased to announce a 12/1/2015 planned release date for AdvisorSight™, a fully integrated and customizable platform that delivers market-leading technology solutions to the Mid Atlantic supported advisor community.

AdvisorSight™ was developed in partnership with key vendors, including Orion Advisor Services, to serve as an all-in-one bundled solution providing portfolio accounting, billing, aggregation, performance reporting, and a client portal, as well as full integration with many third party software applications.

Portfolio Performance Reporting

AdvisorSight™ provides beautiful and customizable reports, scheduled or on demand, as well as other portfolio management tools you need to provide your practice with total control over your client data.

Custom reporting means you can create

a data heavy report for the technical client, and another report rich with graphs and charts for your client who gravitates to the more simple report. You may also choose to private label your reports and client access portal.

Full Integration

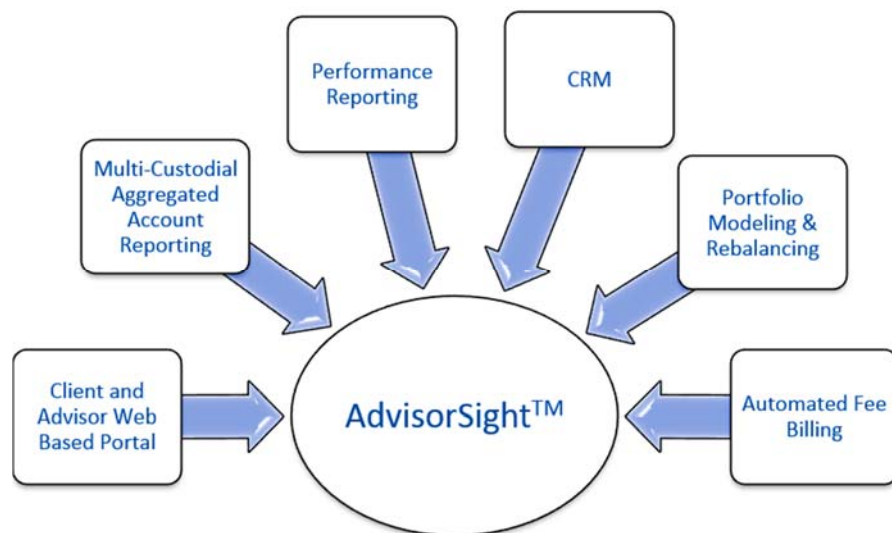
As a cloud resident, web-based API system, AdvisorSight™ offers full integration with many CRM, financial planning, and other software applications used by advisors.



Account Aggregation

AdvisorSight™ provides custodial interfaces and consolidation for accounts held at Mid Atlantic Capital Corporation and Mid Atlantic Trust Company, as well as all other major custodians.





Client Web Portal

The AdvisorSight™ client web portal gives you the ability to show your clients all their accounts, all in one place, wrapped up in a minimal design that is easy to navigate. Performance, positions, activity, account values and more are shown in large, attractive graphics to put the information you want your clients to see, front and center.

Your client web portal can be customized and branded to your firm. You may include your logo and colors to maintain consistency with your communications and give your clients an experience unique to your firm's brand.

Cost

There is no additional charge over current costs to advisors for access to our AdvisorSight™ technology solution. All accounts managed under a Mid Atlantic Fee-Based platform currently processed by Advent (to be replaced by AdvisorSight™) are included and downloaded into AdvisorSight™ at current pricing. Mid Atlantic Fee-Based platforms include: Advisor's Choice, MAPS, SAS, MMP & Russell.

Ancillary accounts may optionally be downloaded and included in the AdvisorSight™ system at a cost of \$20/account/year. Additional fees may apply for optional third party aggregation services utilized for "held-away" accounts.

Additional information to follow:

- Informational Videolink (mid-October)
- Intro/Training Webinar (late-October)
- Intro/Training Webinar (early-November)



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