



FOR IMMEDIATE RELEASE

Sorrento Pacific Financial, LLC Selects Albridge Solutions to Expand Enterprise Data Management and Wealth Reporting Services

New Service to Include Six Months of Reporting Free-of-Charge for Advisors

San Diego – April 18, 2011 – [Sorrento Pacific, Financial, LLC](#), (SPF) a full-service broker-dealer and SEC Registered Investment Adviser providing customized investment, wealth management and insurance solutions to the financial industry, has selected Albridge Solutions, Inc., an affiliate of Pershing LLC, a BNY Mellon company, to provide enhanced data management and wealth reporting solutions to the network of SPF investment advisors, including both independent and bank-based advisors. SPF will offer six months of the service to advisors free-of-charge.

Albridge's technology consolidates client account data from hundreds of disparate sources – proprietary, banking, brokerage, insurance, retirement, alternatives, trusts, and others – to provide advisors with a more complete view of their clients' holdings. By integrating these solutions with its own paperless [account management platform dataVISION®](#), SPF will further increase efficiencies for its advisors.

Two versions of the user friendly service will be offered to advisors. Each version will include the comprehensive “Portfolio Snapshot” report, a tool that represents a combination of the most frequently used reports generated for a specific time period selected by the advisor. The “Portfolio Snapshot” report includes:

- A Portfolio Summary
- Portfolio Performance by Account
- Portfolio Value and Benchmark Information

- Asset Allocation graphs depicting portfolio holdings for both Asset Allocation by Investment Objective and Asset Allocation by Asset Type

Other advisor and client-facing reports and tools offered include compliance reports, navigational tools, data entry tools, portfolio holdings, investor transactions and a centralized control center.

Rick Dahl, SPF senior vice president, says, “At SPF we understand the requirements for top performing investment programs, and provide unmatched technology to support every aspect of the retail investment business. Our dedicated program development team regularly integrates tools to make our advisors more productive and effective, and Albridge helps us do that. Providing tools powered by Albridge is another way we help our advisors perform at their full potential – we’re looking forward to the results.”

In January 2011 in its fourth annual survey of readers, the *2010 Technology Survey, Financial Planning* ranked Albridge “number one” in portfolio management. To learn more about Albridge Solutions, visit www.albridge.com.

Community and regional banks as well as independent advisors interested in developing or expanding their investment and insurance programs can reach SPF at 888.805.5585 or online at www.sorrentopacific.com.

About Sorrento Pacific Financial Services, LLC

Established in 2005, [Sorrento Pacific Financial, LLC](http://www.sorrentopacific.com) (Member FINRA/SIPC) is a full-service broker dealer offering customized investment and insurance solutions, training and program development support to the banking industry and the independent channel. Headquartered in San Diego, SPF works with banks and independent advisors throughout the country, providing expertise in key areas including retirement services, wealth management, and fee-based and insurance products for both individuals and business customers, and provides a fully-electronic account management system for advisors. www.sorrentopacific.com

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