



FOR IMMEDIATE RELEASE

Contact: Lowell M. Smith
President
412-440-2001
Lowell.smith@inspirafs.com

Inspira Looking to Acquire IRA Recordkeeping Business

Pittsburgh, PA - July 16, 2009 - *Inspira*, the leader in creating revenue and retaining assets through its private label Individual Retirement Account (IRA) solution, is actively looking to acquire books of IRA recordkeeping business.

Prime acquisition targets are firms that want to reduce cost or that have little or no margin on IRA recordkeeping. ***By moving to Inspira, the firm's clients are given a more robust servicing solution while the firm retains the assets and associated revenue from those IRA accounts.***

"We are looking for organizations that want to either outsource their IRA processing and/or upgrade the services currently offered to clients while still retaining the client and profits generated from those accounts," states Lowell Smith, President of *Inspira*.

Smith adds, "We believe our full-service IRA solution that provides websites, call centers, prospectus delivery, compliance, custodial and distribution services all bearing the brand of our clients can benefit many organizations currently servicing IRA accounts."

Firms interested in talking about *Inspira* acquiring their current clients or creating their own product are encouraged to contact sales@inspirafs.com or calling Lowell Smith at 1-888-IRA-1TPA for more information.

- MORE -



About Inspira

Inspira enables or enhances the ability of institutional partners to capture IRA assets using the institution's own branded IRA investment solution. With no cost to the institutional partner, Inspira provides the IRA servicing and technology solutions that eliminate costly back-office operations while enhancing product offerings and profits. Inspira becomes the institutional partner's back-office, freeing the organization to concentrate efforts on capturing higher-margin asset-based fees tied to selling the IRA.

No matter what type of IRA - Roth, Traditional, SEP, or SIMPLE - Inspira is the ideal third-party administrator for a financial services company's IRA business.

Inspira is a portfolio company of [ABG Capital](#).

###