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Inspira adds Regional Director of Institutional Sales

Will Sheridan Joins Premier IRA Management Firm

Pittsburgh, PA – July 29, 2009 - *Inspira*, the leader in increasing profitability and retaining assets through its private label Individual Retirement Account (IRA) solution, announces the addition of Will Sheridan, a 14 year veteran of Fidelity Investments, as Regional Director of Institutional Sales.

Will Sheridan joins John Stilley, Director of Institutional Sales, on the *Inspira* sales team. Sheridan will focus on *Inspira's* efforts to acquire books of IRA recordkeeping business by leveraging his contacts in the retirement trading, mutual fund, and banking industries.

“The addition of Will enables us to expand our sales and marketing efforts. In addition to his business development abilities, he brings insights into the needs of our clients that we address with our solutions which increase profits through an IRA solution bearing the clients own unique brand,” announces President and Founder Lowell Smith.

Through *Inspira*, institutional clients can develop a customized, self-branded, no-cost, multi-mutual fund IRA solution that increases a client’s profitability while retaining assets in the fastest growing sector of the retirement market without incurring the expense of developing and maintaining a specialized IRA back-office.

“We are very interested in acquiring existing books of IRA administration business from firms who are struggling to do IRA recordkeeping as a part of their 401k recordkeeping operation. The addition of Will enhances our ability to find such firms and enables us to expand our presence in the industry,” states John Stilley.



“I am excited about joining *Inspira* because IRAs are the new frontier for growth in the retirement industry. Once it was defined benefit plans and then it grew into 401(k) plans, but now the future is in the IRA market place,” commented Sheridan. “We are finding that many organizations such as TPAs, mutual fund companies, trust companies and banks don’t have the resources to provide quality recordkeeping, a website, a call center and compliance services to existing IRA clients. I joined *Inspira* because I believe in our ability to provide those quality services while enabling clients to maintain their accountholders and enhance their profitability.”

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 profits and product offerings. *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](#).

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