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MEDIA ADVISORY

Pareto Platform welcomes former Hartford Life President John Walters to its Board of Directors

April 19, 2011 – Kelowna, BC: Well-known investment and insurance industry leader, John Walters, has joined growing web-based CRM provider Pareto Platform's Board of Directors. Acting as a key Strategic Advisor, Mr. Walters will draw on his expertise and experience running large-scale financial organizations to guide Pareto toward its vision of industry leadership.

Over a 25 year career in financial services, Mr. Walters has been a leader in the insurance, asset management, and broker/dealer businesses. His most recent role was as President and Chief Operating Officer of Hartford Life Insurance Company, one of the largest life insurance companies in the US. During his 10-year tenure at Hartford Life, John was responsible for an array of businesses, including Woodbury Financial Services, an 1,800 member independent broker/dealer and member of the Hartford Financial Services Group. Under his guidance, Woodbury was awarded the US Broker/Dealer of the Year by *Investment Advisor* magazine. Prior to Hartford Life, Mr. Walters enjoyed a proven track record of product management, strategic acquisition, and relationship management at First Union Securities and Wheat First Securities.

Mr. Walters holds a Bachelor of Science degree from the University of North Carolina and a Masters of Business Administration from Duke University.

"Pareto Platform is tremendously excited to welcome John to our team. He brings with him a wealth of knowledge, along with industry experience and expertise which inspires a new level of credibility for us not only in North America, but globally," offers Co-CEO Duncan MacPherson.

Walters' involvement in Pareto culminated as a result of his investment during the CRM company's recent successful private capital raise. "Without a doubt, John's partnership and guidance provides Pareto additional strength and financial stability," adds David Miller, Co-CEO.

The announcement of Mr. Walters to Pareto Platform's Board follows news in early 2010 of Pareto's partnership with software behemoth Microsoft and the launch of the second-generation platform powered by Microsoft Dynamics CRM.

"I am pleased to join the Pareto team. The Pareto Platform is a unique CRM solution for advisors centered on improving the client/advisor relationship. It is the only advisor CRM platform on the market which is built around this client centric model," offered Walters when asked to summarize his motivation in joining forces with the tech company.

The Pareto Platform is a turnkey web-based Business Development and Relationship Manager integrated with time-tested best practices. It is completely specialized to the financial and wealth management industry.

For media inquiries or further information, please contact Scott Simpson, Communications Manager at 1-800-625-6850 or Duncan MacPherson, Co-CEO at 250-979-8684.