

FOR IMMEDIATE RELEASE

**INTRUST ADVISORS
INTRODUCES NEW OVERLAY PRODUCT**

Tampa, Florida – May 18, 2009 - InTrust Advisors introduces a new overlay product called the IA Active Hedge Overlay that allows high net worth and institutional clients to hedge an existing portfolio in down markets and also enhance market performance in up markets, while reducing portfolio volatility in most cases.

According to Jeff Diercks, the Company's Managing Director, "we are excited about the release of our new IA Active Hedge Overlay solution. We think that this solution will be especially attractive to clients that have an existing portfolio, but are looking for a solution to smooth returns, protect capital in down markets and lower overall portfolio risk utilizing a customized overlay solution."

Mr. Diercks went on to say "the most exciting aspect of this solution is that it is not a pure expense to the client like when options or option collar strategies are utilized. It can flip long and add substantially to overall portfolio performance. Also, we can manage the overlay to meet the IRC 817 (h) diversification rules for insurance and annuity contracts. We think this will be a great solution for those carriers, companies and policy holders who need to stabilize return streams to meet long-term benefit obligations."

Wayne Corbitt, the Company's other Managing Director added "that the solution utilizes multiple timing models over multiple asset classes and time frames, which makes it vary robust and minimizes the number of incorrect trade signals across the entire portfolio."

More information on IA's Active Hedge Overlay or its Market Adaptive Investment Solutions can be found at the Company's web site at www.intrustadvisors.com.

InTrust Advisors is a leader in market adaptive investment solutions that attempt to adapt to changing investment markets, while delivering enhanced, positive returns regardless of the market environment.

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