

FOR IMMEDIATE RELEASE

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**INTRUST ADVISORS
INTRODUCES NEW CUSTOM INVESTMENT SOLUTION**

Tampa, Florida – December 9, 2009 - InTrust Advisors introduces a new customized investment solution called the Personalized Portfolio Solution that allows its clients to participate in up or bull market phases, while moving to cash, treasuries or gold in down or bear market phases.

According to Jeff Diercks, the Company's Managing Director, "we are excited about the release of our new Personalized Portfolio Solution. We think that this is a simple solution will be especially attractive to clients that want a easy to understand solution that will generate positive returns in good markets and protect them in bad markets."

Mr. Diercks went on to say "the most exciting aspect of this solution is that it is a customized solution that utilizes low cost exchange traded funds. Although there is some market timing involved, the number of overall trades is low and the rewards for side stepping the bear markets is great. Our studies shows that the simple act of moving aside in bear markets can add more than 3% per annum to your long-term returns¹. That is huge!"

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 Personalized Portfolio Solution or its other trend following solutions can be found at the Company's web site at www.intrustadvisors.com.

InTrust Advisors is a registered investment advisor that offers trend following and price momentum solutions that attempt to adapt to prevailing market trends in just about any environment. The firm utilizes ETF securities to implement its trading ideas with solutions that fit both high net worth and institutional client needs. All of its separate account solutions offer full transparency of positions and complete liquidity.

InTrust Advisors is located at 114 S. Woodlynn Avenue in Tampa, Florida. The Company can be reached at 813.253.2388 or via the web at www.intrustadvisors.com.

¹ Study based on back test of Russell 3000 index from 1988 to May 2009 using InTrust's proprietary trend following model entry and exit signals.