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**New Report From InTrust Advisors Offers Possible Solutions
To Profiting In Up And Down Stock Markets**

Tampa, Florida – January 11, 2010 - InTrust Advisors (InTrust or “IA”) introduces a new free report entitled ***“Make the Trend Your Friend!”*** The report highlights how trend following strategies can help investors reach their financial goals and objectives faster than traditional “buy and hold” strategies.

According to Jeff Diercks, the Company's Managing Director, "we are excited to share with investors what we believe to be the secret to profiting in both up and down markets. Trend following has been used for many years by some of this country's best and brightest investment managers, including such luminaries as John W. Henry, Paul Tudor Jones, Richard Dennis and Bill Dunn. We believe it is the right strategy for today's volatile markets."

Mr. Diercks went on to say “this free report helps investors understand how trend following differs from “buy and hold” strategies, how it works and why it outperforms other strategies in both up and down markets. It also points out a few of the nuances of how InTrust uses technical analysis of stocks and trend following and price momentum models to manage client portfolios.”

This free report entitled ***“Make the Trend Your Friend!”*** can be found at the Company's web site at www.intrustadvisors.com.

InTrust Advisors is an investment boutique 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 trend following 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.

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