



Personalized Portfolio Solutions (PPS)

Introduction to PPS

Corporate Overview

- Boutique investment advisory firm
- IA based in Tampa, managing \$17 million¹
- Firm has been in existence since 1997
- Strategy have been traded since inception
- Technical trade triggers
- Customized solution

¹ Based on December 31, 2010 Form ADV Part I filing.

What is IA's Personalized Portfolio Solutions?

An All Market Solution

- Customized portfolio of low cost ETFs designed specifically to match your risk and return requirements
- A portfolio with multiple asset classes for diversification of portfolio risk
- A portfolio that is fully invested in up (Bull) markets to maximize returns, and that moves to aside in down (Bear) markets to protect your capital

Why Use IA's Personalized Portfolio Solutions?

We Can Think of at Least Five Good Reasons

- A low cost ETF portfolio professionally designed to meet your specific needs
- Provides best of “Buy and Hold” while greatly reducing down market risk
- Less trading lowers transaction and tax costs
- Full participation in up markets and capital preservation in down markets
- Long term signals mean not reacting to every twist and turn in the market

PPS Compared To Other Approaches

It Has a Number of Advantages

Approach	Customized Portfolio	Protects Assets in Down Market	Maximizes Profits in Up Market	Low Transaction Costs
Personalized Portfolio (PPS)	YES	YES	YES	YES
Traditional Buy & Hold	YES	NO	YES	YES
Active Trading	NO	YES	YES	NO

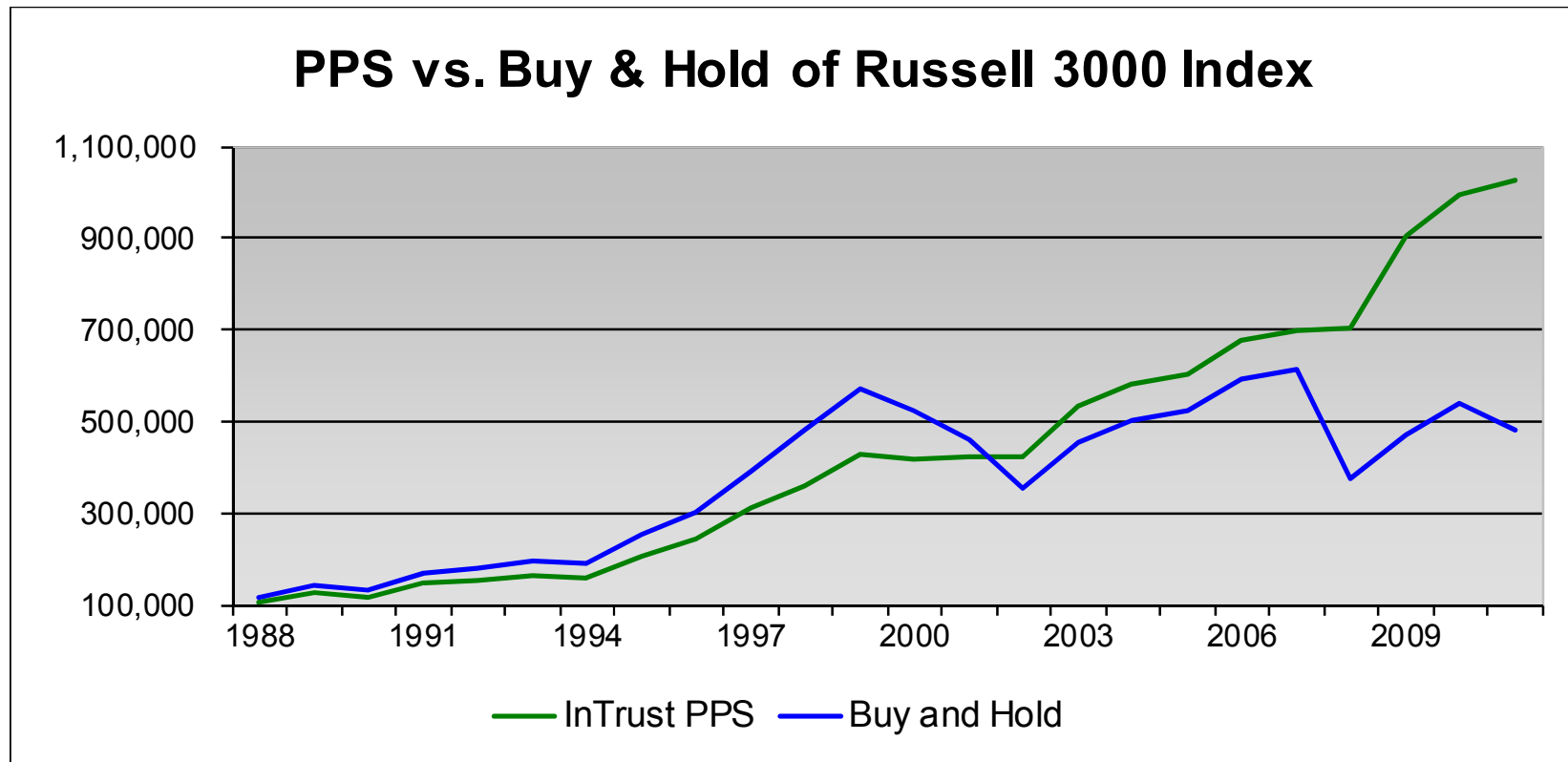
IA's Personalized Portfolio Solutions

The Basic Premise



Proforma Performance Comparison

IA Personalized Portfolio Solution vs. Buy & Hold



Performance results are proforma (not actual) and the analysis does not take in to account trading commissions or management fees for the underlying index investment. PPS portfolio is simply the timing between the Russell 3000 Index and cash and does not include allowable investments in treasuries or gold. Past performance does not guarantee future results. Cash returns were assumed at 2.0% per annum accrued. Investment management fees were assumed at 1% per annum.

Proforma Portfolio Performance

IA Personalized Portfolio Solution vs. Buy & Hold of Russell 3000 Index (Price)

Year	InTrust PPS	Buy & Hold
1988	3.64%	13.79%
1989	23.81%	25.01%
1990	-10.21%	-8.32%
1991	25.89%	29.58%
1992	5.55%	6.59%
1993	7.09%	8.14%
1994	-3.81%	-2.48%
1995	29.83%	33.58%
1996	18.03%	19.19%
1997	28.22%	29.47%
1998	16.72%	22.32%
1999	18.27%	19.43%
2000	-2.65%	-8.52%
2001	0.96%	-12.62%
2002	0.97%	-22.81%
2003	25.62%	28.73%
2004	9.02%	10.08%
2005	3.27%	4.28%
2006	12.57%	13.66%
2007	2.98%	3.30%
2008	0.98%	-38.70%
2009	28.40%	25.46%
2010	10.41%	14.75%
2011	2.79%	-11.14%

2011 Performance is proforma January – September 2011

Past Performance is not indicate of future returns. See Disclosures on Page 7 & 9 of the presentation

Proforma Portfolio Statistics

IA Personalized Portfolio Solution vs. Buy & Hold of Russell 3000 Index (Price)

	InTrust PPS	Buy & Hold
Cumulative Return	924.15%	380.22%
Annual Geometric Mean Return	10.18%	6.76%
Number of Periods	24	24
Positive Periods	21	17
Standard Deviation (population)	11.44%	18.01%
Beta	0.5273	0.9854
Alpha	6.3%	0.1%
Correlation	83.9%	99.6%
Sharpe Ratio	0.88	0.37
Risk Free Rate of Return	0.15%	0.15%

Disclosures:

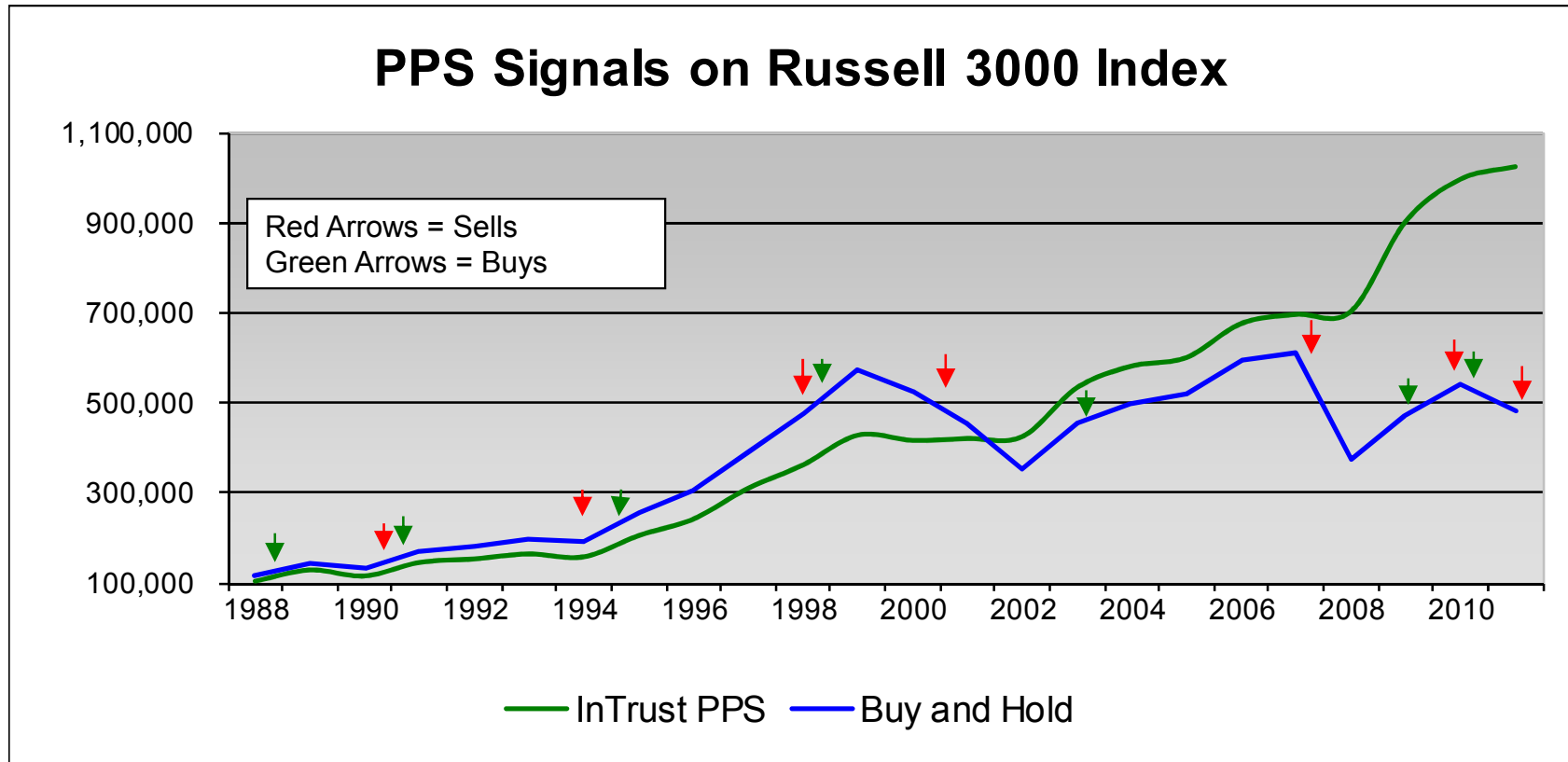
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Sharpe ratio assumes a .5% risk free rate of return. All portfolio statistics are January 1, 1998 through July 31, 2010 assuming either buying and holding the Russell 3000 index or timing in and out of the Russell 3000 index to cash.

Proforma Trade Signals

IA Personalized Portfolio Solution vs. Buy & Hold of Russell 3000 Index



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Our Advisory Team

Key Management

Jeffrey J. Diercks, *Managing Director*

Since 1997, Mr. Diercks has been Founder and Managing Director of InTrust Advisors, Inc., a registered investment advisory firm which provides a range of investment related services to institutional and high net worth clients. From 1995-2002, Mr. Diercks was also the Chief Operating Officer of a family office with over \$150 million in capital, and was responsible for review and monitoring of more than \$50 million of investments in over 15 private investment partnerships. From 1990-1995, Mr. Diercks was a Managing Director of Tunstall Consulting, Inc., where he assisted clients in raising over \$150 million in institutional debt and equity. Prior to joining Tunstall, Mr. Diercks was a Senior Supervisor with KPMG Peat Marwick, where he oversaw audit and tax engagements as well as consulting engagements related to mergers and acquisitions. Mr. Diercks is a Certified Public Accountant and a member of the American Institute of Certified Public Accountants. He received a Bachelor of Sciences degree from Indiana University in 1986.

Wayne A. Corbitt, *Managing Director*

Mr. Corbitt has been a computer programmer for over 25 years and has specialized in the financial services industry for the last eight plus years. He has vast past experience working with both a smaller, emerging hedge fund and several full service financial firms. He was previously an investment strategist at Trademark Capital Management where he co-managed \$60 million in client assets. Prior to joining Trademark Capital, he was the director of research for the I2 hedge fund in Scottsdale, Arizona. While with I2, he developed an investment model for the Real Estate Equity Investment Trust sector (or REITs) that generated signals based on relative strength along and interest rate trend changes. He also developed a number of complimentary trading systems that, when paired with higher level investment models, enhanced returns and reduced overall risk. Prior to work with I2, Mr. Corbitt was a research associate/programmer for Flexible Plan Investments where he developed and automated trading systems that were used by Flexible Plan's money managers. Mr. Corbitt has an Associate Degree from Henry Ford Community College in Dearborn, Michigan. He is a Chartered Market Technician and a member of the Market Technicians Association. He is the author of All About Candlestick Charting.

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Proforma performance for the Personalized Portfolio Solution is based on the performance of Russell 3000 Index and InTrust’s proprietary signals. Results shown are hypothetical and are not based on actual investments.