
FOR IMMEDIATE RELEASE

InvestEdge Wealth Management Solution Selected by Fulton Financial Advisors and Arvest Asset Management

Firms Rely on InvestEdge to Help Achieve Key Business Objectives

PHILADELPHIA, PA—May 24, 2011—Fulton Financial Advisors, the wealth management division of Fulton Financial Corp., and Arvest Asset Management, a subsidiary of Arvest Bank, are now utilizing the InvestEdge wealth management solution for portfolio management, performance reporting, trade automation, and compliance monitoring.

According to executives at the firms, Fulton and Arvest chose InvestEdge with similar business goals in mind. Their objectives included enhanced abilities to provide premium service to high net worth clients, improved front-office efficiencies to support growth, and rigorous oversight of accounts.

David Campbell, President of Fulton Financial Advisors, explains that InvestEdge was selected for its ability to help deliver the premium service his clients expect.

“Our clients depend on us for strategic asset allocation, portfolio construction, manager oversight and selection and superior client service,” Campbell states. “InvestEdge enables us to execute our open architecture strategies and ensure they remain aligned to each client’s unique objectives. Perhaps the greatest impact has been our ability to provide high quality investment presentations. Our reports do more than deliver performance returns—they help to shape favorable impressions about the quality and care each account receives.”

According to Diane Wells, President at Arvest Trust Co., her firm was looking for a solution to support the company’s growth objectives and minimize exposure to risk.

“We worked closely with InvestEdge to evaluate our investment processes and legacy tools. We identified a number of tasks that inhibited our efficiency and resulted in opportunities for errors. With InvestEdge, we’ve automated tasks such as account rebalancing and performance reporting, providing significant time savings for our portfolio managers. As a result, our front office has more time for client servicing and revenue-generating activities.”

With the addition of Fulton and Arvest, InvestEdge is now used by 36 investment firms that collectively manage over 200,000 accounts with assets totaling more than \$550 billion.

“Our continued success can be attributed to our ability to help investment executives solve their critical business issues and achieve their long term business objectives,” said Bob Stewart, President and CEO of InvestEdge. “Because we focus on what matters most to our customers, no firm has ever left InvestEdge for a competitor. We’re looking forward to similar long-term relationships with Fulton and Arvest.”

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About InvestEdge, Inc.

InvestEdge is a leading provider of wealth management solutions to large banks, trust companies, brokerage firms, and financial advisors. Through an integrated wealth management platform, InvestEdge automates key front office functions including portfolio management, performance measurement, client reporting, compliance monitoring, and trade automation. Founded in June of 2000, InvestEdge is quickly growing through the addition of major customers such as Wilmington Trust, Glenmede Trust, Keybank, Huntington National Bank, TD Bank, and Greycourt and Co. To learn more, visit <http://www.investedge.com> or call 1-800-830-1839. InvestEdge is a registered trademark of InvestEdge, Inc.

About Fulton Financial Advisors

Fulton Financial Advisors, which operates through affiliates of Fulton Financial Corporation, is a \$4.6 billion firm offering a broad array of financial products and trust and retirement services, based in Lancaster, PA with regional offices in Pennsylvania, Maryland, Delaware, New Jersey and Virginia. Fulton Financial Corporation, parent company of Fulton Financial Advisors, has been named one of the nation’s 100 Most Trustworthy Companies by Forbes.

About Arvest Bank

Arvest Bank operates more than 230 bank branches in Arkansas, Oklahoma, Missouri and Kansas through a network of 16 locally managed banks, each with its own board of directors and management team. These banks serve customers in 90 communities with 12-hour weekday banking at most locations. Arvest also provides a wide range of banking services including loans, deposits, treasury management, credit cards, mortgage loans and mortgage servicing. Arvest is an equal housing lender and member FDIC.

Arvest also operates a mortgage company, mortgage servicing company, brokerage company, insurance division and trust company.