



*For Immediate Release*

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## **Trust Company of America Named Custodian for Great American Advisors**

*Trust Company of America's advanced technology and model portfolio trading platform will facilitate transition to fee-based institutional money management.*

DENVER, July 17, 2006 – Trust Company of America, provider of custody services to fee-only registered investment advisors, today announced their newest client, Great American Advisors. Great American Advisors is a full-service investment firm organized to support a nationwide network of investment professionals and their clients through a complete line up of financial products, including stocks, bonds, mutual funds, fixed and variable annuities, unit investment trusts and insurance products. Trust Company will provide custody services for Great American Advisors new fee-based business.

Great American Advisors Inc. founded in 1995 is a member of the Great American Financial Resources<sup>®</sup>, Inc. (GAFRI) family of companies. GAFRI is a large financial services firm with assets in excess of \$11 billion as of December 31, 2005. GAFRI is a publicly held corporation and is listed on the New York Stock Exchange (symbol GFR).

"The selection by Great American Advisors is a further endorsement of our best-in-class technology and client service," said Terry Reitan, president and chief executive officer at Trust Company of America. "We are delighted to be able to assist them as they transition their business to a fee-based business and look forward to forging a long and successful relationship."

Jim Henderson, president of Great American Advisors, said, "As we evolve our offerings in order to continue to deliver the high quality services our clients have come to expect, we have been impressed with Trust Company of America's technology, commitment to quality, customer service, and strong work ethic. We are pleased to have Trust Company of America as a proverbial "partner" who takes as much pride in our business as we do."

### **About Trust Company of America Institutional Advisor Services**

Trust Company of America Institutional Advisor Services is an independent, differentiated provider of custody, trading, and back office services to fee-only registered investment advisors. Trust Company Advisor Services provides unique benefits such as a state-of-the-art modeled strategies trading platform, specialized support for advisors who sell through representatives, and a flexible, complete fee management program. Trust Company Advisor Services delivers the scalability advisors need to spend less money on overhead and more time growing their business. For more information about Trust Company of America's unique services for advisors, please visit [www.trustamerica.com/investment-advisor](http://www.trustamerica.com/investment-advisor).

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**About Trust Company of America**

Trust Company of America is a specialized provider of custody and back office services to the financial services industry. Utilizing advanced technology and responsive client support, Trust Company services include registered investment advisor custody services, transfer agent and registrar for non-traded REITs and other direct participation programs, self-directed IRA account administration, and secure information processing. Trust Company is a privately-held company headquartered in Centennial, Colorado. For more information on Trust Company of America services, please visit us at [www.trustamerica.com](http://www.trustamerica.com)

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