



For Immediate Release

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Trust Company of America Announces Mark Massa as New Vice President of Client Services and Operations

*Former senior vice president of Fiserv ISS bolsters
growing organization's unique mix of technology and client service offerings*

DENVER (March 13, 2007) – Trust Company of America, a provider of custody services in the financial industry, today announced the appointment of Mark Massa as vice president of client services and operations. With more than 25 years of management, customer service, and outsourcing solution experience, Mr. Massa is a proven strategic leader with a strong track record of employing disciplined methods to consistently exceed customer expectations.

"Mark has a reputation of creating innovative solutions to achieve unparalleled levels of client satisfaction," said Terry Reitan, Trust Company of America's president and chief executive officer. "Clients have been attracted to Trust Company of America because of our distinctive combination of technology and customer service. In this crucial role, Mark will apply his extensive skills to accelerate the implementation of new practices and technologies to drive faster growth and more personalized service."

Mr. Massa's background spans a variety of senior leadership positions within the Fiserv Trust Group. Most recently, he served as senior vice president of product operations, where he led the combined operations of Fiserv ISS. Prior to this, he served as president of The Affinity Group, Inc. for 13 years and reported to the president of the Fiserv Trust Group. While in this position, Mr. Massa was responsible for P&L and the overall performance of the retirement plan services, an outsourcing unit that served more than 200,000 customers.

"I am honored to accept this leadership position at Trust Company of America, and I look forward to working with its extraordinary leadership team," Mr. Massa said. "Trust Company of America has a sound reputation for applying resourcefulness to leverage past success in order to address current market opportunities. I am excited about increasing the competitive advantages of this organization to provide vast growth potential to Registered Investment Advisors."

Mr. Massa holds a Bachelor of Arts in Economics from the University of Vermont. He attended Fiserv's Business Unit General Management Business School and has been a member of the American Society for Quality for more than 15 years.

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page 2 – Mark Massa hiring

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.

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, visit us at www.trustamerica.com

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