

## **FOR IMMEDIATE RELEASE**

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# **TradePMR and WinWeb Announce Integrated Partnership**

*Partnership will provide Registered Investment Advisors with a complete RIA back-office solution*

Gainesville, Florida / New York, New York - May 26, 2011 — TradePMR, Inc. (TradePMR) and WinWeb, Inc. (WinWeb) announced today an integration between the two firms. The partnership provides TradePMR Advisors with the ability to seamlessly export their client data files into WinWeb's powerful on-demand cloud-based industry solution specifically designed for Registered Investment Advisors.

Through WinWeb, Brokers contemplating becoming Registered Investment Advisors can outsource many traditional business functions allowing them to focus on their core competencies. WinWeb's services include website and logo design, bookkeeping support, email retention, backup recovery, virtual assistant, social media marketing and training and even press release creation and distribution via WinWeb's unique cloud CRM industry solution specifically designed for TradePMR Advisors.

"We are truly pleased to announce this partnership with WinWeb. Their services and global scale will be invaluable especially to existing Brokers who are contemplating a transition to become a Registered Investment Advisor. Their outsourcing solutions will enable these individuals to focus on their clients while leveraging WinWeb to help manage the requirements of operating the day-to-day functions of an advisory business" stated TradePMR's Executive Vice – President Frederick Van Den Abbeel.

"Both WinWeb and TradePMR are visionaries in our respective fields and we are delighted to announce this initiative. Having recently attended TradePMR's annual Registered Investment Advisor conference in Orlando, we feel our services will greatly enhance the capabilities of advisors and are proud to partner with TradePMR in developing our new industry solution" said WinWeb Founder Stefan Topfer.

To learn more please visit <http://www.winweb.com/business/solutions/registered-investment-advisor-ria-office-cloud>

### **About TradePMR**

*TradePMR is a privately held brokerage firm (Member FINRA/SIPC) located in Gainesville, Florida. Since 1999, it has been a leading provider of Brokerage and Custody services to Independent Registered Investment Advisors (RIAs) and their clients by providing an integrated web-based workstation that enables RIAs to run their practices more efficiently and effectively.*

### **About WinWeb**

*WinWeb was founded in 1994 by Stefan Topfer and has become the leading provider of on-demand cloud based software and real business services in the Small Business Market. Based on WinWeb's OnlineOffice Suite, the Small Business Infrastructure has provided entrepreneurs with a small business eco-system. This enables the small business owner to access professional services on a time-shared basis for short-term or long-term demand, enhancing the businesses competitiveness and productivity, while keeping cost down and variable. This greatly enhances long-term survival of small businesses.*