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**U. S. Retirement Partners Enhances
Client Relationship Management System (CRM)**

Latest Version of CRM Provides Many New Practice Management Features to Field Force

Iselin, N.J., July 29, 2011 – U.S. Retirement Partners (USRP) released the latest version of its proprietary CRM for their Advisors and Partner Firms. These enhancements are a result of Advisor feedback after being piloted in the field during late 2010 and the first half of this year.

Through a single sign-on portal, USRP Advisors and Partner Firms have access to a robust set of web-based Practice Management tools.

Some of the tools include:

- Client Data Management System
- Compliance-Approved Communication Materials
- Financial Planning Software
- Notes Tracking and Task Assignment Functionality
- Comprehensive School District and Work Location Database

The upgraded CRM is the most recent tool implemented on the MyUSRP website. Partners and Advisors will use this new technology for organizing client data, and communication campaigns (both email and U.S. Mail). It is expected that well over 300 USRP Advisors will be integrating the CRM into their daily activities, thus helping them service their clients much more efficiently.

“Our CRM strategy is designed to help Advisors manage their Practices more efficiently. Developing and maintaining strong client relationships is the ultimate goal. This is accomplished by making frequent (and systematic) contact with their clients to personalize each client interaction by having their data readily available,” said Jim Schlucter, USRP Senior Vice President and National Director of Practice Management.

About U.S. Retirement Partners, Inc.

U.S. Retirement Partners, with headquarters in Iselin, NJ is the nation’s largest independent K- 12 retirement services firm with over 350,000 clients serviced through 19 regional Partner Firms. Visit www.usretirementpartners.com for more information.