

BlueSun and Winsoft join forces to form a premier wealth management software platform

BlueSun Inc and Winsoft Software Inc. announced that they have completed an agreement in which BlueSun purchased the majority of Winsoft's assets, specifically the WealthServ suite of software products. The deal brings together Winsoft's expertise in financial service back-office systems with BlueSun's front-office CRM systems and delivery capability.

November 17, 2009 – BURLINGTON, ON - Winsoft Software Inc. who provides back office systems to investment dealers and life insurance brokers under the WealthServ brand and BlueSun Inc., a leading provider of front-office systems to the financial services industry, today announced an asset purchase agreement with BlueSun acquiring major assets and the WealthServ suite of software products from Winsoft.

BlueSun intends to integrate its CRM front office systems with Winsoft's back office systems to create an integrated front and back office system under the WealthServ brand. This will provide investment dealers and insurance MGAs with a one-stop shop for all their business needs.

The CEO of BlueSun, Simon Tomlinson commented "We've done two great things with this merger. First our front office CRM tools will be combined with the best administration platform for insurance MGAs and investment brokers. Secondly, our culture of service and delivery will be applied to products built by one of the best software engineering companies you'll find."

Mehmet Baltacioglu, President and CEO of Winsoft added "We recently experienced a rapid growth of clients who recognized that WealthServ Insurance and Investments represented the best software solutions available. So we looked for a delivery partner to deal with the increasing need for installation and service and we found BlueSun. When we learned that 94% of their client base rated them the best software company they'd ever worked with we realized that we were going to create something special. WealthServ clients will see immediate benefit from mature delivery and service processes"

The WealthServ product line will be sold under the BlueSun brand, offering WealthServ Insurance, Investments and CRM software to investment dealers and insurance MGAs. Simon Tomlinson remains the BlueSun CEO and Mehmet Baltacioglu becomes the company's Chief Innovation Officer.

The terms and conditions of the merger were not disclosed.

About BlueSun:

BlueSun is a leading provider of software to the life insurance industry. BlueSun provides guaranteed delivery of life insurance software for administration, sales and distribution. BlueSun is a gold certified Microsoft partner and a founder partner of the Microsoft Insurance Value Chain.

About Winsoft:

Winsoft has been providing business software for over 20 years. The WealthServ suite of products provide a complete back office system to investment dealers and life insurance MGAs in both the US and Canada.