



150 State Street, Ste. 200 ~ Rochester, NY 14614 ~ 585-232-9060 ~ fax 585-232-2983 ~ www.epic1st.com

For Immediate Release

National Advisors Trust Announces Agreement with EPIC Advisors to Provide Private-Label 401(k) Program to Nationwide RIAs

ROCHESTER, NY, April 28, 2011 — EPIC Advisors, Inc. announced today that National Advisors Trust has selected EPIC Advisors, Inc. to provide a branded 401(k) program with open-architecture and daily valuation defined contribution retirement plan services to its shareholder advisor firms. EPIC was chosen through a national search, including some of the largest providers in the industry.

In response to this agreement, George Curry, Manager of Business Development of EPIC Advisors, Inc. said, "It is gratifying to have National Advisors Trust select EPIC as a partner and we look forward to working with such an energetic and innovative financial institution. Combining our technical capability and recordkeeping expertise with National Advisors' 401(k) growth strategy provides an exciting opportunity."

National Advisors Trust is the largest independent RIA-owned trust company in the nation. The trust company's 10th Anniversary Celebration Conference, being held April 26-28, 2011, in San Francisco, CA, is attended by nationwide RIAs. At the conference, National Advisors will unveil the trust company's strategic vision for 2011 and beyond, and present a roadmap for RIA success in the coming decade. The conference is also a celebration of the trust company's [record growth \(see related release\)](#).

Commenting on the announced agreement, Ronald G. Ferguson, CEO of National Advisors Trust, said, "We are positioning ourselves to provide the best possible 401(k) retirement plan solutions to our more than 130 and growing RIA shareowners through partnership with EPIC. We selected EPIC for our private-label 401(k) program because of their proven capabilities in the retirement planning and recordkeeping fields, and their ability to apply the National Advisors Trust brand to their retirement plan platform. Their open architecture investment offering provides the trust company's RIAs the ability to select the best investment solutions for their retirement plan sponsor clients and participants. Working together, we now have the ability to provide our RIAs with a competitive, full service proprietary plan platform."

About EPIC Advisors

Founded in 1993, EPIC Advisors, Inc. is a full-service defined contribution plan recordkeeping firm specializing in participant-directed plans using daily valuation recordkeeping. EPIC is headquartered in Rochester, New York, and serves financial institutions and small to midsize companies. EPIC's client base spans 32 states and comprises over 1,100 retirement plans, more than 80,000 participants and \$3.6 billion in assets. EPIC is a wholly-owned subsidiary of NBT Financial Services, a subsidiary of NBT Bancorp, Inc. (NASDAQ: NBTB). More information about EPIC Advisors can be found at www.epic1st.com or www.401ktalk.com.



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About National Advisors Trust

National Advisors Trust Company, FSB, is a federally chartered trust company with assets of more than \$7 billion. Founded in 2001, it is the largest independent, RIA-owned trust company in the nation, and is authorized to do business in all 50 states. The company provides a broad range of trust and custody services uniquely designed and positioned for clients of an RIA, including; a private label trust marketing program, an advanced, multi-custodian investment management platform, trust accounting services, trust education programs, practice management programs, economies of scale, and other related services to advance the success of participating RIA firms and their clients. National Advisors Trust is a “trust only” organization focused on trust and custody services for RIA firms and is not involved in lending and depository banking functions. For more information on National Advisors Trust, visit www.nationaladvisorstrust.com.

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