



INVESTMENT PARTNERS ASSET MANAGEMENT

One Highland Avenue, Metuchen NJ 08840 Tel: 732-205-0391 Fax: 732-205-0395

July 9, 2010

To Our Clients and Website Visitors:

Welcome!

Since the founding of our registered investment adviser (Investment Partners Asset Management) in 1995, we have viewed client relationships as a partnership between you, as client, and us as professionals. Helping you achieve long-term financial success is our very reason for being, and our firm's name, Investment Partners, is symbolic of that belief.

One of the key reasons behind our achievements over the years is the continual interaction and communication with our investment professionals who, along with you, design customized investment management programs specific to your ambitions. Whether your objectives are for you, your family, or your institution - we believe that a hallmark of our firm is our responsiveness to clients' needs.

In today's mobile society, we recognize that access to timely information and achieving performance expectations are essential to client satisfaction. The complexities of everyday living require greater reliance on the latest and best internet and telecommunications technologies to make life simpler. Many of you have told us that it would be helpful if you could have convenient and easy access to your financial information at anytime wherever you are in the world. Additionally we currently intend to post our writings about our insights, thoughts, opinions and philosophy - which many of you look forward to reading. Hence we believe that our website now presents a powerful opportunity to enhance your knowledge of the investment management process, monitor your portfolio, and strengthen the bond between us.

With all this in mind we have designed this website as an Information Destination to be visited frequently. At the same time we understand there is no better forum to comprehend our clients' goals and objectives than through periodic in-person meetings or phone calls. Additionally, many of you have attended our annual investment presentations where we invite the firm's clients together for the dual purposes of presenting our view of current market trends and providing a forum for questions and comments. We currently intend to continue holding these meetings due to the positive feedback we've received.

So, in essence, we view this website as an additional, efficient, and affordable way of keeping clients and visitors informed about the Big Picture.

We hope this website will also offer our clients and website visitors an opportunity to learn more about us. As mentioned above, we currently intend to write quarterly Insight pieces that will be archived and available for future reference on this website. Hopefully our management style and open communications will spark a dialogue.

As always your questions and comments will be appreciated.

Sincerely,

Frank J. Abella

Frank J. Abella, Jr.

Founder, President, and Chairman