



For Immediate Release

InvestorForce Appointed by Alpha Investment Consulting Group to Provide Clients with Advanced Performance Reporting Tools

WAYNE, PA, November 30, 2009 – InvestorForce, Inc., a leading software provider of web-based reporting and analytical tools for institutional investment consultants and investors, is pleased to announce its selection by Alpha Investment Consulting Group LLC (Alpha) to offer the firm's clients enhanced investment reporting services.

Milwaukee-based Alpha, an independent, employee-owned firm that's been providing investment consulting services for over 20 years to more than 40 retirement, educational, philanthropic, and healthcare clients, will use InvestorForce Report[®] to generate customized, time-sensitive plan information for its clients, drawing on the rich database and analytics of InvestorForce's performance reporting network.

"We're delighted to partner with InvestorForce and use its performance reporting platform to provide our clients with the most timely and sophisticated data available," said Robert Bukowski, Alpha's founder and managing partner. "InvestorForce's reporting solution buttresses our strength in providing strategic consulting and fiduciary outsourcing solutions. This combined approach helps our clients make more successful investment decisions."

"We're honored to be chosen by Alpha, a well-respected investment consultant," said Jim Morrissey, chief executive officer of Wayne, PA-based InvestorForce. "Investment consulting firms serving institutional investors are increasingly relying on our advanced investment reporting capabilities to offer their clients in-depth and timely data and analytics, and our market penetration is accelerating."

With the addition of Alpha to InvestorForce's client base, the company now has more than \$4 trillion in combined assets managed through its platform by its clients.

About Alpha Investment Consulting Group, LLC

Established in 1989, Milwaukee-based Alpha Investment Consulting Group's signature approach is in providing implication-oriented analysis – information that gives our retirement, educational, philanthropic, and healthcare clients the ability to visualize outcomes of their various options and choices. Alpha provides its clients with strategic consulting and fiduciary outsourcing solutions, and a broad range of investment consulting services critical to the success of our clients. For more information please visit www.alpha-investment.com

About InvestorForce, Inc.

Wayne, PA-based InvestorForce is the world's largest provider of performance reporting solutions, with products to address the needs of consultants, plan sponsors and their money managers. InvestorForce enables the institutional investment community to manage investment decisions and exposure more effectively by providing real-time transparency and analysis.

With majority ownership and backing from Internet Capital Group (ICGE), InvestorForce has successfully brought the most advanced, SaaS-based, performance reporting platform to the institutional investment community. For more information please visit www.investorforce.com

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