



For Immediate Release

InvestorForce Announces COLLECT

New Service Streamlines Account Level Performance Data Collection for Investment Managers and Institutional Investment Consultants

WAYNE, Pa., April 12, 2010 – InvestorForce, the world's premier provider of performance reporting solutions to institutional investment consultants, today announced its new investment manager data collection service, InvestorForce COLLECT™, to be released later this quarter.

InvestorForce COLLECT™ streamlines and standardizes what has traditionally been the highly inefficient process by which investment managers and consultants collect and communicate account-level performance data.

The InvestorForce COLLECT™ platform, which includes a real-time, centralized web dashboard accessible by both institutional investment consultants and investment managers, provides managers with a single portal to submit account level performance data to consultants for all of their shared clients. This system will ease managers' and consultants' administrative burdens and allow manager data to be captured more efficiently by consultants for use in their performance reporting. COLLECT will be made available to investment managers at no cost.

"InvestorForce COLLECT™ solves a problem in every manager-consultant relationship, which requires a unique, typically manual method for capturing and communicating collection status of this data," said Blake McLaughlin, Vice President of Product Management at InvestorForce. It provides a single, automated solution that delivers time- and cost-efficiencies to both managers and consultants across their shared clients."

"We are excited about the potential of COLLECT," noted Robin Henoch, Director of Marketable Performance Reporting for Cambridge Associates, a leading global investment consulting firm that has been a driving force in COLLECT's development. "Having a single, standard method for collecting account level performance data from managers of marketable assets has the potential to provide significant benefits and efficiencies that will help us, and other consultants, better serve our institutional and private clients."

"COLLECT addresses and resolves a very painful process that most institutional investment managers deal with every reporting period," said Brad Blalock, Global Co-head of Consultant Relations at Morgan Stanley Investment Management. "COLLECT will streamline this process and create significant efficiencies, allowing us to redirect our resources to focus on higher value services."

InvestorForce COLLECT™ is a component of the InvestorForce Performance Reporting Network™ (iPRN), which supports institutional consultants in aggregating data, calculating performance, and generating reports for over 2,500 of the world's largest and most sophisticated pension plans, endowments, and other institutional investors. More than \$4 trillion in combined assets are managed through the InvestorForce platform by its clients.

About InvestorForce

InvestorForce provides institutional investment consultants with a suite of web-based integrated performance management tools ranging from data collection services to performance measurement and reporting. InvestorForce clients can use any or all of the InvestorForce suite of products to drive operational efficiencies in their performance management process and deliver better client service. For more information, please visit www.investorforce.com

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