



**For Immediate Release**

## **InvestorForce Selected by Consultant VTL Associates for Advanced Performance Reporting Services**

WAYNE, PA, November 10, 2009 – InvestorForce, Inc., a leading software provider of web-based reporting and analytical tools for institutional investment consultants and investors, is pleased to announce an agreement with VTL Associates, LLC to provide the institutional consulting firm and its clients with enhanced investment reporting services.

Philadelphia-based VTL Associates, an independent, employee-owned firm providing investment consulting services to institutional investors with approximately \$20 billion in combined assets, will use InvestorForce's Performance Reporting Network to offer its clients advanced and automated manager performance data, analytics, and daily access to critical portfolio information through InvestorForce's Report and Insight services.

"By using InvestorForce's superior performance reporting capabilities and real-time access to portfolio data, we can offer our clients the benefits of technology enhancements, while continuing to focus our attention on offering the most effective customized consulting solutions," said Vincent T. Lowry, founder and chief executive officer of VTL Associates.

"We're delighted to partner with VTL Associates and provide its clients with advanced investment reporting services," said Jim Morrissey, chief executive officer of Wayne, PA-based InvestorForce. "Since the beginning of 2009, InvestorForce has been selected by numerous consulting firms to help serve the institutional investment community more effectively by providing real-time transparency and analysis, and our momentum is accelerating."

### **About VTL Associates, LLC**

Established in 2004, VTL Associates is an independent institutional investment consulting firm providing a broad range of services, including investment policy evaluation and development, strategic and active asset allocation advice, asset/liability management, and investment manager due diligence and selection. With total assets under advisement of approximately \$20 billion, VTL Associates' clients include public funds, corporate pension and operating funds, endowments, foundations, and insurance companies. For more information, please visit [www.vtlassoc.com](http://www.vtlassoc.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](http://www.investorforce.com)

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Contact:

Rich Chimberg  
CL-Media Relations, LLC  
1-617-244-9007 (work)  
1-617-312-4281 (mobile)  
[rich@cl-media.com](mailto:rich@cl-media.com)

-or-

Sarah Lazarus  
CL-Media Relations, LLC  
1-978-369-4478 (work)  
1-617-335-7823 (mobile)  
[sarah@cl-media.com](mailto:sarah@cl-media.com)