



**For Immediate Release**

## **InvestorForce and eVestment Alliance Expand Relationship**

***Firms announce further data integration services to joint clients***

WAYNE, PA, and ATLANTA, January 10, 2011 – InvestorForce, Inc. and eVestment Alliance (eVestment), leading and complementary web-based investment information providers serving institutional consultants and investment managers, announced today that they are expanding the data partnership they formed in 2010.

The data partnership, which initially incorporated eVestment's US manager universe data into InvestorForce's reporting platform, has been expanded to include eVestment's manager universes for Canada, UK, Europe, Japan, Asia-Pacific, Australia as well as Emerging Markets, EAFE and Global mandates. The partnership provides consulting clients of both firms with a single and seamless access point to the timely plan information and manager universe data necessary to power the investment reports consultants provide to their institutional investor clients.

"Our goal is to support our clients' increasing need for global reporting solutions," said Jim Morrissey, CEO of InvestorForce. "Our joint consulting clients continue to support further integration of data between our organizations that can be leveraged across research and reporting and the obvious next step was to deliver eA's manager universes across Canada and abroad."

eVestment's eASE Global Database houses information on approximately 2,500 asset managers worldwide, representing over 17,000 investment strategies. InvestorForce is the only performance measurement and reporting solution exclusively focused on institutional consultants that integrates the eVestment data directly into its platform for consultants' use.

"We are excited by the expanding relationship with InvestorForce and the value both firms can bring to our joint consultant clients," said Heath Wilson, co-founder and chief marketing officer of Atlanta-based eVestment. "We're confident that as our relationship continues to grow and deepen, our mutual clients will benefit."

InvestorForce's consultant client base has grown over 50% in the past twelve months, and currently four of the five largest global consultants use its platform. With over 3,000 plans representing more than \$4 trillion of assets flowing through its platform, InvestorForce has established itself as the leading provider of performance management and reporting solutions for institutional investment consultants.

## **About InvestorForce**

InvestorForce provides institutional investment consultants with the only integrated solution for daily monitoring, analysis, and reporting of institutional asset performance. Using InvestorForce's proven web-based software platform, institutional consultants provide plan sponsor clients with real-time manager performance data, analytics, and insight into management of the portfolio. In addition, consultants can automate and expedite the process of compiling periodic fund performance reports, driving operational efficiencies as well as better client service. For more information, please visit [www.investorforce.com](http://www.investorforce.com)

## **About eVestment Alliance (eVestment)**

Named the "Most Influential Database" by *FUNDfire* in November 2009, eVestment Alliance (eVestment) is an innovative, Web-based provider of comprehensive investment information and analytic technology. eVestment delivers extensive data through robust, user-friendly products with an unparalleled commitment to client service. Its diverse clients include leading investment consultants, asset managers, plan sponsors and others among the world's foremost financial organizations. eVestment was founded in 2000 and is headquartered in Atlanta, Georgia with offices in London, England and Sydney, Australia and with U.S. regional sales offices in Boston, Seattle and Raleigh. For more information, please visit [www.evestment.com](http://www.evestment.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)