



**For Immediate Release**

## **InvestorForce Forms Data Partnership With eVestment Alliance**

***Firms' consulting clients to benefit from consistent data applied across manager research, due diligence, and investment reporting functions***

WAYNE, PA, and ATLANTA, March 16, 2010 – InvestorForce, Inc. and eVestment Alliance (eVestment), leading and complementary web-based investment information providers serving institutional consultants and investment managers, are pleased to announce an agreement to incorporate eVestment's manager universe data into InvestorForce's reporting platform. Institutional consulting clients of both firms can now access consistent data across their research and investment reporting functions.

The new partnership provides both firms' consulting clients with a single and seamless access point to the daily plan information and manager universe data necessary to power the investment reports they provide to their institutional investor clients, noted Jim Morrissey, chief executive officer of Wayne, PA-based InvestorForce.

InvestorForce will now be the only performance measurement and investment reporting platform exclusively focused on institutional consultants that integrates the eVestment data directly into its platform for consultants' use.

"We are delighted to partner with eVestment Alliance and deliver enhanced capabilities to benefit our joint consulting clients," said Morrissey. "Considering eVestment's reputation as a leader in providing robust manager universe data, we see great opportunities for our clients to better serve the plans they represent and increase the value of their analysis, research, and reporting."

"This important step will provide consultants improved access to consistent data used to support their advice and compare actual performance results," said Heath Wilson, co-founder and chief marketing officer of Atlanta-based eVestment. "We are excited about the possibilities that this and further data integration can deliver to the consultant marketplace."

InvestorForce is experiencing strong growth in its client base with four out of the top five global consultants using its platform. With over 2,500 plans representing over \$4 trillion dollars of assets flowing through its platform, InvestorForce has established itself as the leading provider of performance management and reporting solutions for institutional investment consultants.

eVestment's eASE Global Database houses information on approximately 2,000 asset managers representing over 16,000 investment strategies. eVestment's client base includes more than 900 organizations and its consultant subscriber base is unmatched, with more than 75% of the Top 50 institutional consultants utilizing its database and eASE Analytics system. eVestment was

recently recognized as the “Most Influential Database” in a FUNDfire survey of institutional marketers.

#### **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.

###

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)