



**For Immediate Release**

## **Marquette Associates Selects InvestorForce for Advanced Performance Reporting Solutions**

WAYNE, PA, October 10, 2011 – InvestorForce, Inc., a leading software provider of web-based reporting and analytical tools for institutional investment consultants, is pleased to announce an agreement with Marquette Associates to provide the advanced performance measurement and reporting services of InvestorForce's Performance Reporting Network.

Chicago, IL-based Marquette Associates, an independent, employee-owned firm that provides investment consulting services to more than 160 clients with over \$68 billion in combined assets under advisement, will use InvestorForce's Performance Reporting Network to automate its performance measurement and investment reporting processes. The firm will gain access to a rich suite of analytics and to critical daily portfolio information through InvestorForce's performance measurement, investment reporting, and client portal, Insight. Marquette Associates will also utilize InvestorForce Collect, which automates the receipt of account-specific data from investment managers for reconciliation and reporting purposes.

"InvestorForce's fully integrated, web-based platform will enable us to streamline our entire performance reporting process and deliver advanced analytical output to our clients," said Brian Wrubel, CEO, President and Managing Director for Marquette. "We'll increase our efficiency while at the same time gain considerable flexibility, which will help us further differentiate Marquette's services."

"We are thrilled to welcome Marquette Associates, a recognized leader in the institutional investment consulting space for more than 25 years, as a client," said Jim Morrissey, CEO of Wayne, PA-based InvestorForce. "We continue to invest in our technology to deliver consistent, unparalleled advancement of our platform, enabling our clients to strengthen their client relationships while driving down their cost to serve."

With the addition of Marquette Associates to InvestorForce's client base, the company now has over \$4 trillion in assets under advisement managed through its platform.

### **About Marquette Associates**

Marquette Associates is an independent investment consulting firm that guides institutional investment programs with a focused three-point approach and careful research. For 25 years, Marquette has served this mission in close collaboration with clients – enabling institutions to be more effective investment stewards. Marquette is a completely independent and 100% employee-owned consultancy founded with the sole purpose of advising institutions.

### **About InvestorForce, Inc.**

InvestorForce is the premier provider of performance reporting solutions, offering 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 (Nasdaq: 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:**

Blake McLaughlin  
Vice President, Product Management  
InvestorForce, Inc.  
P: (610) 232-2418  
E: [bmclaughlin@investorforce.com](mailto:bmclaughlin@investorforce.com)