

## PRESS RELEASE

### Assette Provides Cleary Gull with Client Reporting Software

Boston technology firm continues to grow with addition of Midwest client

**BOSTON, MA - April 6, 2009** - Assette, the leading provider of client reporting solutions for the asset management industry, announced today it will provide Assette Statements™ software to Milwaukee, Wisconsin-based investment manager Cleary Gull, Inc., a division of Cleary Gull Holdings, Inc.

Assette Statements easily combines data from investment applications such as portfolio accounting and characteristic systems and allows asset managers to quickly create customized monthly and quarterly client reports in PDF format. The system also facilitates the electronic delivery of client reports to investors, consultants, and other interested recipients. Delivery options include print and mail - including a complete outsourced solution through Assette, e-mail, and publishing client reports to a secure web portal.

"Assette software will allow Cleary Gull to produce highly customized client reports with an improved brand image," said Assette Chief Executive Officer Thusith Mahanama. "Using Assette Statements, Cleary Gull can complete their monthly and quarterly client reporting cycles faster and more efficiently. Assette software will also enable Cleary Gull to provide a higher level of client service both in terms of the information their clients receive as well as allowing Cleary Gull to re-allocate resources to more important relationship management initiatives," continued Mahanama.

"After a focused search for a better client reporting platform, we chose Assette," said Cleary Gull Chairman and Chief Executive Officer Michael Cleary. "The key to our decision was Assette's ability to offer more reporting flexibility in solving all of our client reporting needs. Assette is able to access data from our portfolio accounting system, Schwab's PortfolioCenter, and incorporate custom documents we produce from other sources. Bottom line - Assette Statements will help us produce better, more robust client reports for our investors in significantly less time."

The Cleary Gull agreement, as well as other deals signed recently by Assette, are strong evidence that despite the intense pressure on many asset managers, investing in client reporting technology remains a priority.

"In an environment where adding people isn't always feasible, technology can often be the solution," said Mahanama. "Forward thinking asset managers are starting to widely adopt tools that increase efficiency and provide higher quality client reports, thus enhancing client service. Manually creating reports and then hijacking the conference room to collate, stuff, and mail client reports is error-prone and inefficient. Our solution streamlines this archaic business process and helps asset managers focus on what they do best - growing assets and strengthening relationships."

Cleary Gull is an independent firm offering the highest quality individual and institutional investment advisory and investment banking services to individuals, corporations, and other organizations. Through its two operating companies, Cleary Gull, Inc. and MBO Cleary Advisors, Inc., the firm consistently delivers valuable, unbiased investment solutions tailored to the needs and goals of its' clients nationwide.

### About Assette

Assette makes it easy to integrate data and create client reports. Client service personnel, marketing staff and portfolio managers can easily integrate data and deliver customized information to clients and prospects in significantly less time using the company's software-as-a-service applications. Based in Boston, Assette focuses on improving sales and client service in the asset management industry through higher quality presentations, statements and online account access. For more information, please visit [www.assette.com](http://www.assette.com).

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