

**PRESS RELEASE****Assette Provides James Investment Research  
with Presentation Creation Software**

Industry inefficiencies and need for better client reporting drives growth for Boston software firm

**BOSTON, MA – September 15, 2008** – Assette, the leading provider of presentation and client reporting solutions for the asset management industry, announced today it will provide presentation software to James Investment Research, Inc.

Ohio-based James Investment Research, Inc., will implement Assette Presentations™ for its presentation creation needs. Assette Presentations easily integrates data from various investment systems and allows asset managers to create customized sales and client meeting presentations.

“James has been successfully managing institutional and private investor portfolios for more than 35 years and has always emphasized the importance of providing premier service to its clients,” said Marc Filipkowski, director of sales and business development of Assette. “Assette Presentations enables James to furnish clients and prospects with high quality, private labeled, data rich presentations that can be produced in just seconds using the application. Enhancing sales and client service productivity allows James to focus on the growth and retention of client assets, which is vitally important, especially given the current market environment.”

“We chose Assette based on their proven track record of helping asset managers increase efficiency in sales and client service and the high quality presentations generated by their software,” said Brian Culpepper, portfolio manager at James. “We’ve felt for a number of years that the process of producing customized sales presentations and client meeting books was terribly time consuming and finding a better way was important to our growth. We’d been looking for a solution for awhile. Assette Presentations was the only system we evaluated that was easy-to-use, cost effective, produced professional grade reports, and easily integrates data from the Advent portfolio accounting system we use.”

Culpepper added: “Assette’s Software-as-a-Service technology model was also attractive because we’re not responsible for installing and maintaining hardware and software and we felt comfortable with the data security measures employed by Assette.”

The James agreement, as well as other deals signed by Assette this year, are evidence that asset managers are recognizing the need to invest in technology that improves efficiency in the areas of sales, marketing, and client service.

“Increasingly, asset managers are seeing the value in using cutting-edge software to create presentations and client reports that are accurate, informative and compiled in a fraction of the time that many firms spend,” continued Filipkowski. “Too many firms still operate in an outdated mode characterized by inefficiencies and complexities where increased staffing is the only solution. Our solutions help asset managers focus on what they do best - managing investment portfolios and growing and retaining client assets.”

James Investment Research, Inc., advisor to the James Advantage Funds has been serving institutional and private investors since 1972. James investment professionals provide portfolio management expertise in a variety of investment disciplines including balanced, market neutral, fixed income, equity, micro-cap, small cap, and mid-cap value.

#### About Assette

Assette makes it easy to create sales presentations and client reports. Portfolio managers, client service personnel and marketing staff can easily integrate data and deliver customized presentations and reports in dramatically less time and with fewer errors using the company's main products: Assette Presentations, Assette Statements, and Assette Portfolio Access. Based in Boston, Assette focuses on improving sales and client service at asset management firms through higher quality presentations and reports. For more information, please visit [www.assette.com](http://www.assette.com).

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