

PRESS RELEASE

Assette Provides Sawgrass Asset Management with Client Reporting Software

Despite poor market environment, demand for better client reporting remains strong

BOSTON, MA - February 19, 2009 - Assette, the leading provider of client reporting solutions for the asset management industry, announced today it will provide Assette Presentations™ and Assette Statements™ software to Jacksonville, Florida-based Investment Manager Sawgrass Asset Management.

Assette easily combines data from investment applications such as portfolio accounting and characteristic systems and allows asset managers to quickly create customized sales and client meeting presentations in Microsoft PowerPoint format. It also enables them to create and electronically deliver customized monthly and quarterly account statements in PDF format.

"Assette software will allow Sawgrass staff to focus on delivering the right information to clients and managing relationships more effectively instead of mundane report preparation" said Marc Filipkowski, director of sales and business development at Assette. "Using Assette Presentations Sawgrass can produce high quality, data rich sales presentations and client meeting books in just seconds. Similarly, with Assette Statements, Sawgrass can generate and electronically deliver customized account statements each month and/or quarter," continued Filipkowski. "The software will provide Sawgrass with a highly efficient, scalable, and customer-centric client reporting platform - vitally important given the pressures asset managers face today."

"After a comprehensive search for better client reporting tools, we selected Assette," said Brian Monroe, principal and director of sales and marketing at Sawgrass. "Keys to our decision were Assette's proven track record of helping asset managers with similar client reporting challenges and their ability to easily integrate data from the investment systems we use - Advent, FactSet, and BondEdge. Assette's fully-hosted applications will help us to significantly focus more of our efforts on true client communication versus time-consuming report preparation work."

The Sawgrass agreement, as well as other deals signed recently by Assette, are strong evidence that despite the economic downturn and the specific pressures faced by investment managers, improving client service remains a high priority for many firms.

"Given the general stock market collapse, coupled with high-profile scandals where investors have been allegedly defrauded out of billions of dollars, implementing an easy to use but robust client reporting platform has never been more important," said Filipkowski. "Investors are anxious and are demanding more data more frequently. Many asset managers are struggling to provide this information efficiently as their staffs have shrunk and inbound client inquiries have increased - in some cases exponentially. Our solutions help asset managers focus on what they do best - managing investment portfolios and growing and retaining client assets."

Sawgrass Asset Management, LLC is a 100 percent employee-owned Florida-based registered investment advisor that is solely dedicated to the investment management business. Founded in 1998, the firm specializes in managing small and large cap growth equities as well as short, intermediate, and core fixed income portfolios. The firm's primary focus and expertise is to provide separate account institutional asset management services to corporate, municipal, public, and state retirement plans in both Florida and the national marketplace.

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.

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