

PRESS RELEASE

Waddell & Reed Selects Assette for Institutional Client Reporting Software

Demand for superior client reporting tools drives Assette's growth

BOSTON, MA - September 10, 2009 - Assette, the leading provider of client reporting solutions to the asset management industry, announced today it will provide Assette Statements™ software to Waddell & Reed Asset Management Group, a division of Waddell & Reed Investment Management Company, based in Overland Park, Kansas.

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 collation and 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.

"We chose Assette based on its proven track record of helping other asset management firms solve their client reporting challenges," said Brian Sullivan, Vice President of Institutional Client Service for Waddell & Reed Asset Management Group. "Our clients depend on us to efficiently deliver customized reports that meet their complex and evolving information requirements. Assette's ability to integrate data, their fully hosted technology model and a stringent data security environment were also key to our decision."

"We are delighted to partner with Waddell & Reed Asset Management Group - a premier asset management firm for institutional investors," said Thusith Mahanama, Chief Executive Officer of Assette. "Assette Statements will allow Waddell & Reed to efficiently produce and deliver customized, comprehensive client reports to their investors - improving both operational productivity and client service."

The Waddell & Reed agreement, as well as other deals signed recently by Assette, affirms a growing trend among asset management firms to invest in client reporting technology - despite a difficult, though slightly improving, economic climate.

"The current market environment has stretched thin the resources at many asset managers exacerbating the existing complexities and inefficiencies associated with client reporting," said Mahanama. "Our solutions make the client reporting process easy, and helps asset managers increase efficiency, scale, and overall client service. With Assette, more of an asset manager's efforts can be focused on accumulating and retaining client assets instead of on mundane report administration."

The Asset Management Group within Waddell & Reed Investment Management Company ("WRIMCO") provides comprehensive investment management services to the institutional marketplace. WRIMCO is an investment advisor registered with the Securities and Exchange Commission and is an indirect subsidiary of Waddell and Reed Financial, Inc. (NYSE: WDR). As of June 30, 2009, WRIMCO and affiliated entities managed more than \$6.8 billion in institutional assets.

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.

Contact

Marc S. Filipkowski,
Director of Sales and Business Development
Assette 617-723-6161 x246
marc.filipkowski@assette.com