

PRESS RELEASE

Client Reporting Gets Easy With Assette's New "EasyReports"

New product introduced to meet the needs
of smaller investment advisors

BOSTON, MA Sept. 9, 2009 - Assette, the leading provider of client reporting solutions for the asset management industry, today introduced Assette EasyReports™, an affordable streamlined version of its popular Assette Presentations and Assette Statements, catering to firms with less than \$1 billion in assets under management.

Assette EasyReports™ makes it easy for asset management firms to save time and money by automating the creation of customized client meeting presentations and monthly/quarterly account statements. Rather than commit valuable personnel to hours of collating and fact checking client reports, Assette EasyReports™ enables swift assembly with the click of a mouse.

"Smaller firms have the same needs as the bigger firms," said Assette Chief Executive Thusith Mahanama. "They need to focus on client service as opposed to mundane report preparation work. But the smaller firms also need an affordable system. Assette EasyReports is their solution."

Assette EasyReports is a less expensive version of Assette's proven software used by major firms such as Boston Private Bank & Trust and SEI. For firms with less than \$500 million in assets under management the cost begins with a one-time implementation fee of \$2,000 and a monthly charge of \$309. For firms with \$500 million to \$1 billion in assets, the implementation fee is \$2,500 and the monthly charge is \$499.

Assette EasyReports™ helps investment advisors save time and money, while improving client service. It allows advisors to create PDF account statements and PowerPoint presentations. Smaller investment advisory firms have found that Assette EasyReports™ can extract and process data residing in Advent Axys® and Schwab PortfolioCenter® accounting systems.

Warner Henderson, managing member of Aequitas Investment Advisors, LLC, an investment management firm in Hingham, Mass., which uses Schwab PortfolioCenter® and has over 100 clients, said "we have been searching for a better way to produce reports for some time. Assette is the only product we found that gets the job done at the right price".

Henderson said Assette EasyReports™ will enable his staff to automate their manual process of merging three software sources when producing their highly customized quarterly reports. He expects the "couple of days" it takes to produce those reports will be reduced by 50 percent at first and even more as his firm becomes more familiar with Assette EasyReports™.

James L. Joslin, chairman and chief executive officer of TFC Financial Management, a Boston-based investment management firm with about \$500 million in discretionary management and 240 clients, using Advent Axys®, said his firm wanted to upgrade its client-reporting technology without "buying into a whole new system."

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"We had to have one thing in mind which was encouraging the adoption of whatever we took on so the staff would take it on," said Joslin. "I think Assette EasyReport's use of PowerPoint as the report editing platform was an appeal that promises a smoother transition for the upgrade."

"Assette EasyReports is a low-cost way for small investment advisory firms to improve the time-consuming, labor-intensive and error-prone process of creating statements and presentations," said Mahanama. "We make it easy for smaller advisors to respond faster and more accurately to client obligations and increase transparency."

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 investment management industry through higher quality presentations, statements and online account access. For more information, please visit www.assette.com.

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