

PRESS RELEASE

Boys, Arnold & Company Signs on for Assette EasyReports North Carolina wealth manager the latest to focus on client reporting

BOSTON, MA - March 25, 2011 - Assette, the leading provider of client reporting solutions to the investment industry, announced today that it will provide Assette EasyReports™ to Asheville, North Carolina-based Boys, Arnold & Company.

Assette EasyReports makes it easy for investment firms to process data from portfolio accounting systems and then efficiently produce customized client reports in PowerPoint and PDF formats. At Boys, Arnold & Co., Assette will process data from Advent Axys.

"When it comes to client reporting, irrespective of firm size, the challenges are similar across the industry," said Marc Filipkowski, Director of Sales and Business Development at Assette. "Investment firms should focus their resources on accumulating and retaining client assets, not on mundane reporting work. Smaller firms need the same client reporting technology as the bigger firms, but at an affordable price. Assette EasyReports is the answer."

The Boys, Arnold & Co. agreement, as well as other deals signed recently by Assette, highlights a continued trend by the investment industry to enhance the client reporting function. Assette EasyReports is a streamlined version of Assette's proven software used by firms such as SEI, Boston Private Bank & Trust, and Waddell & Reed.

Tommy Arnold, CEO of Boys, Arnold & Company, said "Assette EasyReports is an affordable way to improve the time-consuming process of creating and delivering client reports. With Assette, we'll be able to give our clients the exact information they want and faster. We can shift what was an operational challenge into a competitive advantage."

Boys, Arnold & Company is an independent investment advisory firm managing over \$850 million in assets. Boys, Arnold & Company provides investment management and trust services to both individual and institutional investors.

About Assette

Assette makes client reporting easy. Assette allows investment firms to focus on serving clients instead of on mundane reporting work. Plug-in data from Advent Axys®, Advent Portfolio Exchange® (APX) or Schwab PortfolioCenter®, and augment with information from FactSet®, BondEdge® or Excel® to easily generate professional quarterly reports, client meeting presentations, and provide online account access. With Assette, providing professional client reports takes only a few clicks of a mouse. For more information, please visit www.assette.com, email sales@assette.com or call 866.723.6161.