



For Immediate Release

InvestorForce Announces Partnership with CAMRADATA, Expands into Europe

WAYNE, Pa. – April 27, 2009 - InvestorForce announced today that it has entered a partnership with London-based CAMRADATA to expand and distribute its performance measurement and institutional investment reporting solutions to Europe.

“This is an important milestone for InvestorForce and a significant opportunity for the European institutional investment community,” said Jim Morrissey, CEO of InvestorForce. “Institutional investment consultants will now be able to provide greater transparency of information and richer analytical reporting. The web-based InvestorForce platform will provide the European consultant and plan sponsor community with a more efficient way to aggregate investment data, report in a timelier manner and gain deeper, more frequent access to critical information pertaining to performance and the market movements of institutional assets.”

In addition to the reporting capabilities, the InvestorForce Insight product enables plan sponsors to be connected to their investment consultants daily through a “consultant branded” web portal. The InvestorForce technology platform significantly streamlines the delivery mechanism for collecting and reporting information between managers, consultants and plan sponsors.

“We searched extensively for the partner and platform to meet our client’s needs and InvestorForce is clearly the leader in regards to innovation, vision and technology,” said Steve Butler, CEO of CAMRADATA. As the leading provider of money manager research information and analytics to consultants and plan sponsors in Europe, CAMRADATA is well positioned to extend their product offering by introducing a sophisticated performance reporting solution directly to its consultant and plan sponsor clients. “With over a 1,000 of the world’s most sophisticated plans representing over \$3.5 trillion in assets already running through the InvestorForce platform, the product is clearly well positioned to be leveraged by our clients to drive efficiency, profitability and improved reporting,” said Butler.

CAMRADATA will market the InvestorForce platform throughout the U.K. and Europe and provide support from their headquarters in London.

About InvestorForce

InvestorForce, a pioneer in the development of advanced solutions for institutional investment consultants, provides the only end-to-end, truly integrated solution for daily monitoring, analysis and reporting on institutional assets. As an Internet Capital Group (NASDAQ:[ICGE](#)) partner company, InvestorForce has successfully brought the most advanced, SaaS-based, performance-reporting platform to the institutional investment community. For more information, please consult the website at <http://www.investorforce.com>.

About CAMRADATA

CAMRADATA Analytical Services Limited markets Europe's most comprehensive asset manager database with information on 1,000 asset managers and 7,000 investment products. CAMRADATA was

acquired by P-Solve Asset Solutions in April 2008. For more information, please consult the website at <http://www.camradata.com>.

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