



For Immediate Release

## **InvestorForce Introduces Enhanced Insight® Service; Offers Daily Portfolio Monitoring to Institutional Consultants and Investors**

WAYNE, Pa. - June 22, 2009 - InvestorForce, Inc., a leading software provider of web-based reporting and analytical tools for investment consultants and the sophisticated institutional investors they serve, today introduced a new version of InvestorForce Insight®, its new service where consultants can now provide their institutional clients with daily access to critical portfolio data directly through the consultant's branded portal.

Several of InvestorForce's investment consulting clients, including some of the largest in the US, are introducing Insight to their institutional clients. The level of transparency of information in Insight will help consultants and their plan sponsor clients make more timely decisions around asset allocation and the management of exposures through the online access to daily plan data, benchmarks and analytics. With daily views of holdings, cash flows, transactions, and asset values, Insight will allow consultants and their plan sponsor clients to compare actual positions with allocation targets on a daily basis, including alternative investments.

Using the new version of Insight, consultants and plan sponsors can collaborate, sharing the same information from their desktops, as well as performance reports and other documents that consultants can now offer to their clients through Insight's Document Center feature. Other key new features include the plan performance summary, which provides a concise view of plan and manager performance at all plan levels and expanded asset allocation analytics.

"We fully believe that Insight will positively change the way we interact with clients by delivering more information faster and providing improved transparency of data that will enable them to make better-informed investment decisions," said Russ LaMore, president of Hammond Associates, a Clayton, MO-based consultant serving approximately 200 institutional clients.

"The ongoing global financial crisis has highlighted the necessity for greater transparency of information in order to drive timely investment decisions and better management of exposure," said Jim Morrissey, chief executive officer of InvestorForce. "Insight is a mission-critical information dashboard for investment consultants, arming them with the tools to provide their institutional clients with better and more timely access to data, and ultimately creating more effective fiduciaries."

For more information or a brief demonstration of Insight, please contact Hope Strout at [hstrout@investorforce.com](mailto:hstrout@investorforce.com).

### **About InvestorForce, Inc.**

InvestorForce enables the institutional investment community to more effectively manage investment decisions and exposure by providing real-time transparency and analysis into the performance of institutional assets. InvestorForce provides the institutional investment consultant community with the only truly integrated solution for daily monitoring, analysis and reporting on institutional assets.

Founded in 1999, InvestorForce has been a pioneer in the development of advanced solutions for institutional investment consultants. Using InvestorForce's proven, web-based software products, consultants can drive greater operational efficiencies in several areas that include data aggregation, performance calculation, and real-time analysis into client, manager and market movement as well as the timely, automated production of performance reports.

With majority ownership and backing from Internet Capital Group (ICGE), InvestorForce has successfully brought the most advanced, SaaS-based, performance reporting platform to the institutional investment community.

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