



For Immediate Release

InvestorForce Selected by Evaluation Associates to Provide Enhanced Portfolio Measurement Services to Investors

WAYNE, PA, July 27, 2009 – InvestorForce, Inc., a leading software provider of web-based reporting and analytical tools for investment consultants and the institutional investors they serve, is pleased to announce its selection by Evaluation Associates, one of the largest US institutional investment consultants, to provide it with a broad range of advanced performance services.

Norwalk, CT-based Evaluation Associates, a subsidiary of Milliman, one of the world's biggest actuarial and consulting companies, will use InvestorForce's Performance Reporting Network to provide its institutional investor clients with enhanced and automated collection of manager performance data, analytics, and daily access to critical portfolio information.

"InvestorForce's performance reporting platform provides us with important efficiencies and distinguishing competitive advantages," said Steve Formanek, principal and director of operations and compliance at Evaluation Associates. "We plan to use these reporting capabilities and the unique InvestorForce real-time investment performance measurement to enhance our ability to serve plan sponsors and improve information flow with our client's asset managers."

"We are thrilled to welcome Evaluation Associates as a client," said Jim Morrissey, chief executive officer of Wayne, PA-based InvestorForce. "For more than 30 years, Evaluation Associates has been a well-regarded leader in investment consulting, and we look forward to providing Evaluation Associates with the next generation reporting and business management platform to drive the company's business and relationships with clients."

In June, InvestorForce introduced a new version of InvestorForce Insight, its new service allowing consultants to provide their institutional clients with daily access to critical portfolio data directly through the consultant's branded portal.

With the addition of Evaluation Associates to InvestorForce's client base, the company now has over \$3.5 trillion in combined assets managed through its platform by its clients.

About InvestorForce, Inc.

InvestorForce enables the institutional investment community to manage more effectively 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.

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. For more information please visit www.investorforce.com

About Evaluation Associates LLC

Established in 1976, Evaluation Associates is one of the largest and most experienced investment consulting firms. Evaluation Associates provides a full range of consulting services to more than 120 corporate and public retirement plans, endowments, foundations, financial organizations, high-net-worth investors, and family offices with combined assets in excess of \$200 billion. Evaluation Associates is an

independently operated subsidiary of Milliman, one of the world's largest actuarial and consulting firms.
For more information please visit www.evaluationassociates.com

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