

FOR IMMEDIATE RELEASE

**Russell Investments Selects
Advisor Software for International Investment Proposal Initiative**

Russell Proposal Generator Now Available for UK Advisors

Lafayette, CA - November 3, 2009 -- Advisor Software, Inc., a leading provider of advice solutions for the advisor market, today announced that Russell Investments has implemented a special configuration of its ASI Client Acquisition Solution® for international advisors, with the first launch serving Russell United Kingdom.

Branded Russell Proposal Generator, the tool allows financial advisors to enter client specific data such as investment horizon, cash flow goals, risk profile and asset size in the local currency via a simplified, one-step data entry process, and quickly generate a custom proposal illustrating Russell investment products and solutions from the local market.

"Russell is already successfully using ASI Client Acquisition Solution to meet the portfolio construction and proposal generation needs of more than 4,500 U.S. advisors who distribute Russell products. Given this success, we are excited to work with Advisor Software to help us configure and launch similar capabilities for our international partners," said Rod Greenshields, Consulting Director, US Private Client Services for Russell Investments.

"Advisor Software's mission is to advance the science of wealth planning so that financial advisors can focus on the art of advice delivery," said Neal Ringquist, President and Chief Operating Officer of Advisor Software. "We are excited to further this mission on a global scale in partnership with Russell. Our goal is to provide investment technology that advisors need in order to create highly personal and flexible portfolios for every client – no matter how many clients they have, and we look forward to continuing on this path."

More About ASI Client Acquisition Solution. ASI Client Acquisition Solution, licensed by financial services organizations, allows advisors to create more personalized investment plans, deliver more consistent advice and convert more prospects to clients across the enterprise. An industry standard application, ASI Client Acquisition Solution has been used by more than 45,000 advisors nationwide through some of the largest banks and asset management firms. Key features of the application include:

- **Analytcs:** Analyze each client's current and proposed portfolio using institutional-caliber diagnostic tools, including current vs. proposed asset allocation, style and industry sector exposures, efficient frontier, security overlap, performance, fixed income with cash flows, and Monte Carlo asset simulation (we added back the popular Sharpe Ratio and standard deviation metrics).
- **Product Coverage:** Access data on a broad range of investment products to evaluate and build portfolios, including mutual funds, separately managed accounts, individual stocks and bonds, ETFs, and variable annuities.
- **Customization:** Configure the application by setting up custom investment universes, asset allocation models, model portfolios, and adding a logo to the proposal cover.
- **Core & Satellite Capabilities:** Allocate to multiple custom model portfolios for a single client account.
- **Proposals/Client Reports:** Generate sophisticated investment proposals, rebalancing plans, and investment policy statements.

For more information, or to speak with Neal Ringquist, please contact Carol Graumann at 973.732.3521 or carol@jcpublishrelations.com.

About Advisor Software, Inc. Advisor Software, Inc. is a leading provider of advice solutions for the advisor market. The company has pioneered the first enterprise rebalancing solution and a unique goal-directed financial planning platform that combines institutional-caliber analytics and a balance sheet approach to financial planning. Advisor Software's solutions are designed for a wide range of asset management firms, broker-dealers, banks, insurance companies, online brokerages, and other financial institutions, enabling these institutions and their advisors to deliver more insightful, actionable investment advice and build stronger, more profitable client relationships. For more information, visit www.advisorsoftware.com or call 925.299.7782.

About Russell Investments

Russell Investments is an investment firm with global reach, providing investment products and services to individuals and institutions in over 40 countries. A pioneer in multi-manager investing, and the creator of Russell Indexes, Russell manages more than US\$174 billion in assets (as of September 30, 2009). Founded in 1936, Russell is a subsidiary of Northwestern Mutual and is headquartered in Tacoma, Washington. More information about Russell's investment products and services is at www.russell.com.

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