

DAILYVEST INTRODUCES IP INSIDE™: NEW INVESTMENT PERSONALIZATION ENGINE FOR TECHNOLOGY VENDORS BUILDING WEALTH AND ASSET MANAGEMENT APPLICATIONS

Wealth and Asset Management Technology Vendors Get Shortened Time to Market for the Integration, Generation and Presentation of Professional-Grade Investment Analysis to their Customers

TUCSON, Ariz., (April 4, 2003) - dailyVest, the leading provider of investment personalization technology for account access websites and investor statements, today announced the launch of IP Inside™. This new offering gives financial services technology vendors an application foundation for developing and adding complex performance measurement illustrations, personal rate of return calculations, asset allocation analysis, investment alerts and more -- into their own web and non-web-based wealth and asset management applications.

Peter McNellis, dailyVest's Senior Vice President noted, "In good markets and bad, investors and third party intermediaries need to know how they are doing. The IP Inside engine lets technology providers deliver an accurate, ready-to-view answer."

The IP Inside™ product can be completely integrated and delivered within larger back-office applications such as retirement plan administration and asset accounting systems as well as clearing and portfolio management platforms. A standard Web Services interface allows hookup to a system's native transaction data, price history and asset allocation information. Presentation-layer output options enable new and existing account access web environments and statement production systems.

"Other service platforms talk about wealth management in the 401(k) service model, but dailyVest delivers," stated Ward Harris, Managing Principal of McHenry Consulting.

Financial service technology vendors can leverage the newest dailyVest offering in a variety of revenue producing arrangements including Original Equipment Manufacturer (OEM) and Preferred Partner Program (PPP) choices. A discovery analysis will help the vendor and dailyVest determine which business model best fits each relationship.

About dailyVest

dailyVest focuses on helping financial institutions leverage their investor's account data through the use of powerful tools for displaying performance measurement and investment personalization on their own account access websites and statements. Today, dailyVest's investment personalization technologies provide more than 750,000 investors with the big picture, not just account balances. For more information, visit dailyVest at www.dailyvest.com.