

DAILYVEST INTRODUCES IP Dev™: NEW INVESTMENT PERSONALIZATION DEVELOPMENT PLATFORM FOR INTEGRATING PERSONALIZED INVESTMENT ANALYSIS & PERFORMANCE MEASUREMENT INFORMATION INTO ACCOUNT ACCESS WEBSITES

New Development Platform Gives Financial Institutions, Service Providers New Level of Control Over Generation and Presentation of Professional-Grade Investment Analysis for their Customers; Strikes Smart Balance in "Build or Buy" Decision.

TUCSON, Ariz., (November 19, 2002) - dailyVest, the leading provider of investment personalization technology for account access websites, today announced the launch of a new development platform - IP Dev™, the company's latest offering. IP Dev allows web developers and IT personnel to integrate otherwise complex performance measurement illustrations, personal rate of return calculations, asset allocation analysis and more - into their own account access website.

Peter McNellis, dailyVest's Senior Vice President noted, "Financial institutions and service providers are constantly faced with the classic "build-or-buy" decision. The Investment Personalization Development platform allows customers to strike a smart balance."

"Our customers need highly accurate solutions and complete control when generating and displaying personalized analysis for their investors. IP Dev allows customers to focus on what matters most - defining the user experience and promoting their brand," added Daniel Benson, dailyVest's President and CEO.

IP Dev Platform resides behind the firewall of a customer's account access website system for maximum performance and security. Once connected to locally available transaction and price history data using either existing code for querying the recordkeeping system, or a Web Services interface standard, complex analytics may then be integrated within web pages using an extensive library of investment information "tags." With these tags, for example, a marketing or communications specialist may wish to display a personalized cumulative returns chart along with period-based personal rates of return using the Time Weighted, Modified Dietz calculation method. HTML-compatible "tags" allow the web developer to focus mainly on placement and branding, without any prior knowledge of performance measurement and image generation techniques.

About dailyVest

Founded in 2001, dailyVest is a software technology firm focused on helping financial institutions leverage their investor's account history through the use of powerful tools for displaying performance measurement and investment personalization on their own account access websites. 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.