



News Release

DAILYVEST SOFTWARE DRILLS DOWN

Performance Measurement Software Analyzes Personal Rate of Return at Asset Class Level for Retail Investors and Plan Participants.

TUCSON, ARIZONA – December 16, 2003 – dailyVest, the leading provider of “out-of-the-box” investment personalization and performance measurement technology for account access websites and statements, today announced key enhancements to its core Financial Object Model. The enhancements provide an in-depth look at personal performance at the asset class, subclass, industry and individual security level.

"There's an increasing demand for reporting performance below the portfolio level. Investors today want to see how each asset class contributed to their overall performance and drilling down is a necessary way to meet these expectations, said Kevin Adams, senior vice president of sales and business development and a senior partner at the firm.

For retirement plan service providers, the performance attribution features allow participants to analyze personal returns at the “source” level including employee contributions, employer match and rollover sources. “Optimal personal rate of return is closely tied to a long-term asset allocation strategy, and participants need to see their own performance broken down by asset class. With investment education becoming more prevalent, drilling down to the asset classes that represent that strategy and measuring their performance helps validate their investment approach,” Adams noted.

About dailyVest

Founded in 2001, dailyVest is a software technology firm focused on helping financial institutions leverage their investors' account data through the use of powerful tools for displaying performance measurement and investment personalization on their account access websites and statements. Today, dailyVest's investment personalization technologies provide nearly a million investors with the big picture, not just account balances. For more information, visit or call dailyVest at www.dailyvest.com.

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