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SEI Advisor Network Launches Service Delivery Initiative to Help Advisors Answer Critical Service Needs

Company Makes Unprecedented Investment in Advisor Technology Platform

OAKS, Pa., Nov. 4 /PRNewswire-FirstCall/ -- Recognizing advisors' critical need for enhanced client service in the current financial environment, SEI (Nasdaq: SEIC) has increased its investment in advisor service technologies to the highest level in more than three years. The program, called the Service Delivery Initiative, increases the depth and breadth of SEI's offering to advisors in three key areas: 1) Electronic proposal generation, 2) statements and account level reporting, and 3) transaction automation. The technology enhancements create efficiencies that allow advisors to focus on building client relationships and increasing revenues at a time when many firms have been forced to cut expenses.

"Where other firms may be cutting costs or scaling back on new technology, SEI sees this as an opportunity to strengthen advisors' businesses in the most meaningful way possible," said Kevin Crowe, Head of Solutions, SEI Advisor Network. "The better we serve them, the better they can serve their clients."

The Service Delivery Initiative was created based on feedback from and collaboration with a panel of advisors who work with SEI. Technology enhancements address key areas in client service and practice management.

SEI Proposal System v5.0, streamlines the proposal generation process, allowing advisors to develop and deliver professional client proposals within minutes. The system includes an enhanced client profiling function that incorporates criteria such as risk profiles and goal information.

SEI has also enhanced statements and performance reporting for investors, combining information and articulating "progress to goals" in a more investor-friendly format. This gives investors a better gauge on how they are doing relative to their goals compared to just traditional market indices as benchmarks.

SEI's web experience includes expanded online transaction capabilities through the Advisor Transaction Portal. Focused on improved workflows and broker/dealer approvals across

multiple types of transactions, including trading and model changes, the Portal will save valuable time for advisors while enabling stronger account management for advisor firms and their clients.

"Managing and growing in this market climate has certainly been challenging, and these enhancements help satisfy a critical need to do business better and smarter," said Dino Kostakis, CFP, CLU, ChFC and Vice President of Stonebridge Capital Management of West Caldwell, New Jersey. "Not only are we able to save operational time, but these statement and reporting upgrades help us communicate better with clients."

SEI has already begun to implement many of the enhancements and plans a phased roll-out to its entire client base through the first quarter of 2010.

About the SEI Advisor Network

The SEI Advisor Network provides financial advisors with turnkey wealth management services through outsourced investment strategies; administration and technology platforms; trust, banking, and institutional services; and practice management programs. It is through these services that SEI helps advisors save time, grow revenues, and differentiate themselves in the market. With a history of financial strength, stability, and transparency, the SEI Advisor Network has been serving the independent financial advisor market for more than 15 years. As of September 30, 2009, SEI works with more than 6,000 advisors and has over $33 billion in advisors' assets under management. The SEI Advisor Network is a strategic business unit of SEI. For more information, visit *www.seic.com/advisors*.

About SEI

SEI (Nasdaq: SEIC) is a leading global provider of outsourced asset management, investment processing and investment operations solutions. The company's innovative solutions help corporations, financial institutions, financial advisors, and affluent families create and manage wealth. As of September 30, 2009, through its subsidiaries and partnerships in which the company has a significant interest, SEI administers $383 billion in mutual fund and pooled assets and manages $156 billion in assets. SEI serves clients, conducts or is registered to conduct business and/or operations, from numerous offices worldwide. For more information, visit *www.seic.com*.

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