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## **SEI Advisor Resource Center Opens for Business**

### **SEI Launches Initiative to Give Advisors Access to Essential Industry Marketing Materials and Resources**

OAKS, Pa., March 25 /PRNewswire-FirstCall/ -- To increase productivity while tackling the array of business development needs financial advisors face, SEI (Nasdaq: SEIC) today announced the launch of the SEI Advisor Resource Center (ARC), a web-based marketing system for the SEI Advisor Network's more than 6,500 independent advisor clients. Through the multi-media Resource Center, advisors have one-stop access to webcasts, customizable marketing materials, newsletters, research and expert commentaries developed by SEI to address the critical industry issues facing their clients, as well as strategic marketing alliances.

Among the materials available through the system is the SEI Advisor Network "Volatility Toolkit," which includes a webcast, presentations and articles aimed at educating investors about the events influencing the current market environment. At the close of each quarter, a Quarterly Investment Review is also made available to advisors, complete with presentation templates, additional webcasts and other white papers and tools developed by subject experts at SEI.

By using the ARC, advisors also have the ability to customize marketing materials with their own logos, reinforcing their brand awareness with their clients. All materials available through the system are geared towards an investor audience. To support advisors in building their own brand, the SEI Advisor Network has also established relationships with marketing agencies to offer advisors discounted rates on logo design, collateral creation and interactive marketing.

"Education is a very effective way for advisors to strengthen client relationships and address challenging issues, particularly in this time of volatility and change," said Stephen Onofrio, Senior Managing Director, SEI Advisor Network. "This initiative will give advisors a valuable, yet easy way to connect with their clients"

Advisors and their staff can access the ARC through BusinessBuilder, the SEI Advisor Network's interactive client system 24 hours a day, 7 days a week, giving them up-to-the-minute resources to not only respond to client needs, but also to capitalize on new opportunities as they happen.

## About the SEI Advisor Network

SEI Advisor Network provides independent advisors with outsourced wealth management platforms that are designed to meet the demands of a new generation of wealthy clients. In an evolving wealth management industry, the group offers an end-to-end process for successfully transforming their clients' businesses in every critical area, including marketing, practice management, investment strategy and client relationship platforms. The SEI Advisor Network is a strategic business unit of SEI. For more information, visit <http://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 December 31, 2007, through its subsidiaries and partnerships in which the company has a significant interest, SEI administers \$426 billion in mutual fund and pooled assets and manages \$197 billion in assets. SEI serves clients, conducts or is registered to conduct business and/or operations from more than 20 offices in over a dozen countries. For more information, visit <http://www.seic.com>.

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