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# **SEI Launches Comprehensive Online Global Asset Management Product Guide**

## **Website Helps Managers Understand and Evaluate Broad Universe of Product Packaging Options**

OAKS, Pa., April 26 /PRNewswire-FirstCall/ -- SEI (Nasdaq: SEIC) today launched *The Global Asset Management Product Guide*, a comprehensive online resource that details the key features and requirements of the investment product packaging options predominant in today's market. The Guide is designed to help investment managers understand and compare a broad range of potential investment vehicles so they can target additional growth opportunities in light of investors' increasing demand for flexible product packaging options.

SEI created the Guide with the help of several respected distribution consultants and legal experts in the U.S. and Europe. The Guide details the key features of a wide range of investment vehicles, including the regulatory, operational, and distribution requirements of each. Among the vehicles outlined are U.S. mutual funds; exchange-traded funds (ETFs); undertakings for collective investment in transferable securities (UCITS); private funds, including those available only to qualified purchasers; collective investment trusts (CITs); separate accounts; closed-end funds; Irish qualified investment funds (QIF); and U.K. open-end investment companies (OEIC).

The Guide's inspiration stems from a trend SEI has labeled the Era of the Investor(SM). The Era of the Investor represents a shift in power from investment managers to investors and their representatives, and is reflected in the fact that investor input has significantly increased how managers package their investment strategies.

"In the 'Era of the Investor,' managers are focused more than ever on alpha generation activities and are becoming agnostic as to how their investment expertise is packaged," said Phil Masterson, a Managing Director in SEI's Investment Manager Services division. "This Guide is intended to help managers begin the decision process on what product packages will best help them meet investor needs while targeting new growth opportunities. In addition, the Guide is consistent with SEI's approach of providing clients with solutions regardless of how they package their investment strategies."

The Guide is available at [www.seic.com/GlobalAMGuide](http://www.seic.com/GlobalAMGuide) and will be updated periodically based on regulatory and other industry developments. The Guide was created by the SEI

Knowledge Partnership, which provides ongoing business intelligence to SEI's investment manager clients.

### **About SEI's Investment Manager Services Division**

SEI's Investment Manager Services division provides comprehensive operational outsourcing solutions to global investment managers focused on mutual funds, hedge and private equity funds, exchange traded funds, collective trusts, and separately managed, as well as institutional and private client, accounts. The division applies operating services, technologies, and business and regulatory knowledge to each client's business objectives.

Its resources enable clients to meet the demands of the marketplace and sharpen business strategies by focusing on their core competencies. The division has been recognized by Buy-Side Technology as "Best Fund Administrator" and by HFMWeek as "Best Funds of Hedge Funds Administrator." For more information, visit [www.seic.com/ims](http://www.seic.com/ims).

### **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, 2009, through its subsidiaries and partnerships in which the company has a significant interest, SEI administers \$392 billion in mutual fund and pooled assets and manages \$158 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](http://www.seic.com).

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