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SEI Investment Solution Launches on Ascentric

LONDON, Oct. 14 /PRNewswire/ -- SEI (Nasdaq: SEIC) today announced that it has expanded the distribution of its investment solution to the U.K. IFA marketplace by adding its suite of strategic portfolios to Ascentric, the independent wrap platform for financial advisers.

SEI's strategic portfolios are designed to meet a wide range of investor risk profiles and financial goals. The combined offering of SEI's asset management capabilities and Ascentric's platform technology and administrative support, is designed to provide advisers with the opportunity to build long-term growth and create a more efficient, consistent, and profitable client process.

The SEI strategic portfolios embrace SEI's Goals-Based investment philosophy which combines modern portfolio construction theory with behavioral finance. By combining dynamic asset allocation and portfolio construction with rebalancing, manager selection, and monitoring, the SEI approach aims to maximize investment opportunities and diversify risk to provide more consistent results for investors.

Specifically designed for the advisory market, the portfolios are designed to help advisers provide tailored client recommendations with a scalable, risk-managed investment solution and process.

Mark Rockliffe, Director of Asset Management UK, SEI Global Wealth Services, said:

"Advisers increasingly recognize the value of outsourcing asset allocation, portfolio construction, and administration so that they can concentrate on advising existing clients, acquiring new clients, and growing their businesses. By using an outsourced investment solution, they can manage the risk, reduce the administrative burden, and focus on implementing a reliable and consistent client process.

"SEI has significant experience working successfully with advisers globally and we are pleased to be working with Ascentric, as they are committed to helping advisers build long-term growth. Together, we can help advisers better serve their clients and drive up the value of their businesses."

Commenting on the partnership, Richard Goodall, Sales and Marketing Director at Ascentric, said:

"We are pleased to be working with SEI to provide an outsourced investment solution on our platform. Their investment pedigree, understanding of the end investor, and experience in providing outsourced solutions to wealth managers around the world will add further choice to the range of investment options available on our platform."

About SEI's Global Wealth Services

SEI's Global Wealth Services is an outsourcing solution for wealth managers combining wealth processing technology and wealth management programs, coupled with business process expertise. The integrated offering aims to provide wealth management organizations the infrastructure, operations and administrative support necessary to capitalize on their strategic objectives in a constantly shifting market.

At the heart of the solution lies the Global Wealth Platform, which supports trading and transactions on 100 stock exchanges in 53 countries and 31 currencies, all using straight-through processing. For more information, visit www.seic.com/pwi.

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 June 30, 2010, through its subsidiaries and partnerships in which the company has a significant interest, SEI administers \$380 billion in mutual fund and pooled assets and manages \$149 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.

About Ascentric

Ascentric is a trading name of Investment Funds Direct Limited.

Investment Funds Direct Limited was founded in 1982, and Fundsdirect launched as the UK's first online fund supermarket in December 1999. Since that time, the company has built on their reputation as a leading UK fund supermarket to provide Independent Financial Advisers (IFAs) with a Wrap service under the brand name of Ascentric.

Ascentric is a whole of market Wrap service available exclusively to Financial Advisers and offers a fully integrated online investment management and dealing platform. The service enables Financial Advisers to transfer their clients' assets onto a single platform allowing them to manage their clients' financial needs in just one place. Through its transparent charging structure, wide range of investment solutions and support services, Ascentric offers an effective way for Advisers to move their business to a fee-paying model.

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