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## **SEI'S Global Wealth Services Infrastructure Chosen to Support True Potential's Innovative Wrap Platform**

LONDON, Jan. 27, 2011 /PRNewswire/ -- SEI (Nasdaq: SEIC) announced today that the company's Global Wealth Services (GWS) infrastructure has been selected by True Potential (TP) to power the firm's new wrap platform, True Potential Platform and Investment Strategies.

TP is one of the United Kingdom's fastest-growing IFA service providers, recently named as the top Adviser Software System by *Money Marketing*. Launched in 2008, TP today supports roughly 697 IFA firms with combined assets under management of 31bn pounds Sterling, accounting for more than 15 percent of all U.K. advisers.

TP's platform builds upon the firm's core principles by enabling advisers and their clients to easily access information and manage investments in an innovative way, while embracing the key themes set out by the FSA's Retail Distribution Review (RDR).

SEI's Global Wealth Platform (GWP) will complement TP's solution by providing a highly scalable core infrastructure for back-office administration, trading, and custody services. The infrastructure's proven track record combined with its ability to be customized to fit the needs of differentiated business models were pointed to as key drivers in the decision-making process.

**Joseph P. Ujobai, Executive Vice President of SEI, said:**

"We are excited to be working with True Potential and share their vision of redefining the U.K. wealth management space by providing innovative solutions to growth-oriented advisory firms and their clients.

Our strategic partnership with True Potential further demonstrates SEI's ability to support a wide range of business models and strategies. Our highly configurable Global Wealth Platform provides core capabilities, allowing wealth managers to truly drive business growth with efficiency and scale."

**Commenting on the announcement, Mark Henderson, Senior Partner of True Potential said:**

"When selecting a partner we had to make sure that they would have the ability to fully implement the seamless process we have designed and offer an online scalable service.

SEI more than met these requirements, and what has impressed us greatly has been the synergy that exists between both companies through our common thinking and approach.

This strategic partnership will complement our firm's core competencies and offer a truly differentiated investment platform for the UK market."

### **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](http://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 December 31, 2010, through its subsidiaries and partnerships in which the company has a significant interest, SEI administers \$416 billion in mutual fund and pooled assets and manages \$172 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).

### **About True Potential**

Established in March 2007 True Potential is a high specification IFA services provider that offers innovative end to end processes for distributor businesses.

It provides a range of IFA tools, support services and processes that increase productivity and add value. Benefits include an increase in efficiencies, a cut in administrative costs and help ensuring that firms are providing sufficient detail to the regulator's desire.

True Potential leads the way with its client servicing tools. These include unique sites, communication methods and an aggregated live view of all assets. As well as being available on the web, True Potential are the only UK FS firm to offer this on mobile devices including iPhone and iPad.

The company currently has over 697 individual advice firms comprised of 3,500 advisers and was the first in the UK market to launch an intermediary application for mobile devices. [www.tpllp.com](http://www.tpllp.com).

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