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SEI Selected to Provide Operational Outsourcing for New Turnkey ETF Platform Offered by Exchange Traded Concepts

Company's Distribution and Operational Depth Critical Part of New Platform to Help Managers Quickly Launch ETFs

OAKS, PA -- (MARKET WIRE) -- 03/13/12 -- [SEI](#) (NASDAQ: SEIC) today announced that it has been selected by Exchange Traded Concepts (ETC) to provide a comprehensive suite of back-office services for the firm's recently launched turnkey ETF platform. SEI will be the distribution and operational engine behind the ETC platform, which is designed to help investment managers enter the growing ETF market quickly without the large capital expenditure typically associated with building an institutional-quality infrastructure.

Yorkville ETF Advisors, LLC will be the first firm to launch an ETF, the Yorkville High Income MLP ETF, on ETC's platform. SEI will provide operational outsourcing for Yorkville ETF Advisors, LLC and subsequent managers who launch on ETC's platform. SEI will also provide ETC with a complete outsourcing solution that includes back-office services such as fund administration, fund accounting, and investor servicing, and offer an index receipt agency and custody solutions. Leveraging off its significant market share, SEI will also provide distribution services, daily and monthly portfolio measurement, and authorized participant (AP) processing in a straight-through electronic processing environment. SEI's flexible infrastructure, its deep ETF sector expertise, and trading support for over 55 percent of the U.S. ETF market were highlighted as the key decision factors in ETC's selection.

"SEI's strong experience and best-in-class technology simplified our decision in choosing a partner for this new venture," said J. Garrett Stevens, CEO of Exchange Traded Concepts. "SEI combines the robustness and scalability of an institutional-quality infrastructure with a proven track record of getting managers up and running quickly on its platform. SEI's integrated solution is exactly what we need to grow the platform and provide managers with the operational support they need."

"This is an exciting new model and we are proud to provide the turnkey solution Exchange Traded Concepts needs to offer managers an innovative way to get their funds to market quickly and confidently," said [John Alshefski](#), Senior Vice President, SEI's [Investment Manager Services](#) division. "Operational outsourcing has already become the norm in the

ETF space but it's particularly fitting in this case given the complexity and the potential growth of this model. We are excited that ETC put its trust in SEI to help them grow this unique business, and we're excited to begin by launching Yorkville High Income MLP ETF."

About SEI's Investment Manager Services Division

SEI's Investment Manager Services division provides comprehensive operational outsourcing solutions to support investment managers globally across a range of registered and unregistered fund structures, diverse investment strategies and jurisdictions. With expertise covering traditional and alternative investment vehicles, the division applies customized operating services, industry-leading technologies, and practical business and regulatory insights to each client's business objectives. SEI's resources enable clients to meet the demands of the marketplace and sharpen business strategies by focusing on their core competencies. The division has been recently recognized by the Money Management Institute as "Service Provider of the Year," by Buy-Side Technology as "Best Fund Administrator" and by HFMWeek as "Best Single Manager Hedge Fund Administrator (Over \$30B AUA -- US)," and "Best Funds of Hedge Funds Administrator (Over \$30B AUA -- Europe). To learn more about SEI's ETF services, visit <http://www.seic.com/enUS/im/343.htm>.

About SEI

SEI (NASDAQ: SEIC) is a leading global provider of investment processing, fund processing, and investment management business outsourcing solutions that help corporations, financial institutions, financial advisors, and ultra-high-net-worth families create and manage wealth. As of December 31, 2011, through its subsidiaries and partnerships in which the company has a significant interest, SEI manages or administers \$404 billion in mutual fund and pooled or separately managed assets, including \$172 billion in assets under management and \$232 billion in client assets under administration. For more information, visit www.seic.com.

About Exchange Traded Concepts

ETC is carving out a niche as a portal to launch new, custom exchange-traded funds efficiently and cost-effectively through a complete turnkey solution. ETC is a private-label ETF advisor with passive exemptive relief from the SEC to launch both domestic and international equity exchange traded funds or ETFs under the Investment Company Act of 1940.

Investment managers, independent advisors, foreign managers and others seeking to launch an ETF for their strategy have the opportunity to build awareness and recognition for their brand as a private label ETF and, for a relatively low initial investment, launch an ETF in approximately one-third of the time it would take to launch an ETF from scratch.

ETC's ETF-in-a-Box™ Solution is a turnkey platform that provides time-sensitive and cost-effective methods to bring an exchange-traded fund to market. Seasoned ETF professionals have the operational and regulatory experience plus the industry contacts needed to navigate the complexities of launching and managing an ETF.

ETC has developed strategic relationships with other ETF service providers to assist ETC's sub-advisors in navigating the exchange-traded fund launch process with the guidance necessary to maintain regulatory compliance.

ETC can assist your firm to successfully launch an ETF strategy. For more information, please go to www.ExchangeTradedConcepts.com.

Source: SEI