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SEI Introduces New No Minimum, Reduced Custody Fee Pricing Model for Advisors

New Model Launched to Help Advisors Grow in Challenging Markets

OAKS, Pa., Dec. 18 /PRNewswire-FirstCall/ -- SEI (Nasdaq: SEIC) today announced that the SEI Advisor Network, which serves more than 6,500 independent financial advisors, will eliminate account minimums and reduce custody fees to give more advisors more access to the SEI platform. The new pricing model will take effect on January 1, 2009.

"We see tremendous opportunity for growth in the next year, and we want to put advisors in the strongest position to capitalize on it by using the SEI platform. This new model will remove many barriers to entry and offer advisors greater flexibility to do business with both their clients and SEI," said Stephen Onofrio, Senior Managing Director, Sales and Service, SEI Advisor Network. "Recognizing that large accounts are often accompanied by small family accounts, this new model gives advisors a cost-effective, operationally-efficient solution to consolidate all of their clients onto one platform."

The new model is part of an ongoing SEI Advisor Network initiative to help advisors gather more assets, increase overall value for existing clients and position themselves to attract new clients. Included in its standard approval practices, SEI relationship teams will also continue to conduct its consultative process with new and existing advisors using the SEI platform.

"Advisors have expressed interest in this for some time," said Onofrio. "In addition to the new model, SEI will continue to provide strategic assistance to advisors."

About the SEI Advisor Network

The 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 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 September 30, 2008, through its subsidiaries and partnerships in which the company has a significant interest, SEI administers \$431 billion in mutual fund and pooled assets and manages \$162 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 www.seic.com.

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