



CONFLUENCE

MEDIA ADVISORY

Confluence Webinar Series Prepares Fund Administrators for New Era of Reporting Transparency and Control

March 6th Event Explores Expense Management Control, Features Morningstar Associates Director of Board Consulting Services Paul Ellenbogen, Ph.D.

February 24, 2009 -- Confluence, the global investment management industry's leading provider of automated data management solutions, today announced its first webinar in an educational series entitled "Essential Moves for Back-Office Control." This webinar series is designed to prepare fund administrators to succeed in a new era of back-office reporting, transparency, and control.

The first webinar will take place on Friday, March 6, 2009 at 11:00 a.m. EST. During this free 45-minute webinar, featured speakers Paul D. Ellenbogen, Ph.D., Director of Board Consulting Services for Morningstar Associates; and Kirk Botula, Chief Operating Officer of Confluence; will provide information on:

- Fund expense trends;
- Fund expense considerations when markets are down or flat, assets are declining, and capacity may be limited; and
- How fund companies are gaining control over the expense management process.

Individuals who attend the webinar will also receive Confluence's newly revised 2009 whitepaper, *Controlling Fund Expenses: Taking Charge of the Expense Management Process*. Register today for this webinar in Confluence's new series, "Essential Moves for Back-Office Control," at www.confluence.com/GETCONTROL.

About Confluence

Founded in 1991, Confluence is a global leader in fund administration automation. Confluence helps investment management companies gain unprecedented control by automating every step of the fund administration process—including the collection, creation, confirmation, and delivery of investment product data. Results are lower costs, reduced risk, decreased reporting turnaround times, and the scalability to automate more processes without additional resources. Confluence solutions are used by 40 percent of the leading global investment managers, and more than 60 percent of US mutual funds. The Unity™ platform from Confluence addresses a wide range of problems from performance measurement to customized reporting for a full array of domestic and international managed investment products, including mutual funds, funds of funds, collective funds, separate accounts, and variable products, as well as hedge funds and other alternative investments. Major fund companies such as the Principal Financial Group®, T. Rowe Price, and Russell Investments; and service providers such as The Bank of New York rely on Confluence. Headquartered in Pittsburgh, PA, Confluence serves the international fund industry with key locations in London and Luxembourg. For more information, visit www.confluence.com or e-mail info@confluence.com.

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