



C O N F L U E N C E

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**Confluence Promotes Joan Tesla to Vice President
of Marketing Communications**

(Pittsburgh, PA – February 24, 2010) Confluence, the global investment management industry’s leading provider of automated data management solutions, today announced the promotion of Joan Tesla to Vice President of Marketing Communications. She was previously Director of Marketing for the organization.

“Joan Tesla is an accomplished marketing executive who combines her deep financial services background with results-oriented programs,” said Kirk Botula, Executive Vice President and Chief Operating Officer, Confluence. “She continues to play a key role in elevating Confluence’s thought leadership in the area of fund administration automation and strengthening our global brand.”

Ms. Tesla has more than 20 years of experience leading marketing and brand management programs for financial services and technology companies, as well as healthcare and nonprofit organizations. She joined Confluence as Director of Marketing in 2006, where she has been responsible for strategic branding, demand generation, thought leadership, influencer marketing, public relations, events, and new market penetration.

Before joining Confluence in 2006, she was Director of Marketing for Haley Systems, a provider of business rules technology, where her initiatives significantly increased sales leads. She also led successful product marketing, public relations, and analyst relations programs for the firm. She previously held marketing director positions with ServiceWare and Eckerd Health Services and served as vice president of marketing communications for United Way of Allegheny County, PA. She began her marketing career with Federated Investors, where she worked for 11 years, and was responsible for marketing institutional mutual funds and separate accounts to bank trust departments, not-for-profit organizations, insurance companies, and corporations.

Ms. Tesla holds an MBA from Robert Morris University and a BS in Marketing from The Pennsylvania State University. She is Pragmatic Marketing Certified and an active participant in the Product Strategy Network, a practitioner membership and education organization for the leaders of product strategy and product management, as a speaker and contributing writer.

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 U.S. 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 U.S. Bancorp Fund Services 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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