

IIS Press Release



Thirty years ago, Effron Enterprises was founded to provide performance measurement and reporting services to institutional investors. Today, Informa Investment Solutions, which represents the combination of Effron, PSN, Möbius Group and netDecide, delivers innovative solutions to thousands of investment management and wealth management professionals.

Informa Investment Solutions provides clients a full spectrum of back to front office applications and services. Our unique ability to provide investment professionals with customized systems, data, and services has made us the leading service provider in the marketplace.

For over thirty years, we have serviced both institutional and retail investment professionals by providing them value-added solutions. Our clients include financial institutions, brokerages, investment management companies, investment consultants, and independent advisors.

Our products and services have a direct impact on the manner in which our clients interact with the investing public. We take pride in knowing that, year after year, clients depend on our software and services to fulfill mission critical operations.

Informa Investment Solutions Launches Integrated Möbius and PSN Money Manager Database

White Plains (NY) (September 25, 2006) - Informa Investment Solutions, a wholly owned subsidiary of Informa Financial, Inc., today unveiled the new PSN investment manager database. The much enhanced PSN database represents the merger of the legacy Möbius and PSN databases, the two industry leading investment manager databases. The new PSN database is the largest separately managed account database available and contains data over 2,000 investment management firms and over 10,000 investment products. Thousands of investment professionals access the PSN data through Informa's PSN Enterprise technology platform and other third party applications and proprietary systems.

"The release of the new PSN database is certainly an exciting development for the investment management industry," said Margaret Tobiasen, senior vice president and head of the PSN/Research business unit for Informa Investment Solutions. "Not only will we be delivering added value to our clients by providing more data and information on more managers than any other database in the marketplace today, but we are also reducing the workload of the participating managers who will now only provide data to one organization rather than two."

About Informa Investment Solutions (www.informais.com)

Headquartered in White Plains (NY), Informa Investment Solutions has been providing a broad array of products and services to thousands of investment and wealth management professionals for over 30 years. The company's products include investment manager search and evaluation databases and systems, performance measurement and client reporting applications and services, and enterprise solutions to assist investment professionals in financial planning, managing assets and communicating with clients.

Informa Investment Solutions operates from several offices nationwide, including White Plains, New York and Durham, North Carolina.