



NEWS RELEASE

SIGNIFICANT REPORTING CAPABILITIES ADDED TO CALLAN'S PERFORMANCE EVALUATION PROGRAM

Clients can build customized manager profiles, reports with qualitative and quantitative data

SAN FRANCISCO – March 16, 2010 – Callan Associates' industry-leading Performance Evaluation Program, *PEP for Windows*[™] (PEP), includes significant new features and data in its reporting platform—giving users the flexibility to perform rigorous competitive analyses, manager searches, and the ability to create individual client reports and fund fact sheets entirely within PEP.

With PEP's enhanced capabilities, anyone using the program can easily and efficiently build customized client reports and investment product profiles utilizing not only quantitative data but qualitative information from Callan's proprietary Global Manager Research database.

"Clients want to create investment product profiles and client reports that include quantitative and qualitative data and customize them using their company's branding materials without exporting the content to PowerPoint," said Brendan Egan, vice president and manager of Callan's Analytical Solutions Group. "Additionally, by taking advantage of their access to Callan's vast array of information and analytics, PEP customers can gain operational efficiencies and quality improvements in their internal and external reporting processes."

Callan's PEP consulting unit, the Analytical Solutions Group (ASG), will continue to provide report page templates, technical support and on-going onsite and Web-based training for the firm's Independent Adviser Group, Institutional Consulting Group and Fund Sponsor Consulting clients. Additionally, ASG will assist PEP users directly in the design, setup and customization of their investment product profiles and client reports.

Egan points out that investment managers routinely update their company and product information via a Web-based questionnaire to ensure Callan consultants can properly evaluate the investment firms and their products during the manager research process.

“Now every time a manager updates their product or company information, it will be reflected in PEP where they can access the information at their convenience and see what qualitative data Callan has on their firm,” said Egan. “This is especially helpful when managers are under pressure to quickly create a report profile for marketing purposes or before meeting with clients.”

Over the past 15 years, PEP has evolved from an internal software application developed for Callan’s Global Manager Research, Capital Markets and Client Report Services groups to an industry-leading software package and full-scale reporting tool that meets the demands of a myriad of industry professionals. For more information about PEP or ASG services, contact Brendan Egan at (415) 974-5060 or pep@callan.com.

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About *PEP for Windows*TM

Developed by Callan Associates in 1995, PEP is an industry leading performance, risk, style analysis, and manager research software application powered by Callan’s in-depth, proprietary database of qualitative manager research information, in addition to returns and holdings-based statistics on thousands of investment products, indices and comparative peer groups. PEP gives users the ability to screen investment products with user-defined criteria, calculate a huge variety of investment related metrics, as well as generate completely customized reports.

About Callan Associates

Founded in 1973, Callan Associates is one of the largest independently-owned investment consulting firms in the country. Headquartered in San Francisco, Calif., the firm provides research, education, decision support and advice to a broad array of institutional investors through five distinct lines of business: Fund Sponsor Consulting, Independent Adviser Group, Institutional Consulting Group, Callan Investments Institute and the Trust Advisory Group. Callan employs more than 160 people and maintains four regional offices located in Denver, Chicago, Atlanta and Florham Park, NJ. For more information, visit www.callan.com.

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