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**THIRD PARTY MARKETERS ASSOCIATION
CELEBRATES 10TH ANNIVERSARY**

Association Grows to 60+ Member Firms As Industry Rapidly Expands

PRINCETON JUNCTION, NJ – September 24, 2008 – The Third Party Marketers Association, Inc. (“3PM”), a professional association with more than 60 member organizations that assist investment managers in growing assets under management will celebrate the start of its 10th anniversary year this fall at its Annual Conference scheduled for October 29-30 at the Sheraton Gateway Suites in Chicago.

Formed in 1998 by seven charter member-firms, the association provides a forum for third party marketers to network and discuss issues affecting their businesses and the investment management arena. The Association has been widely credited with enhancing industry standards and business practices worldwide.

“3PM was originally created for members to share ideas between the principals of independent sales and marketing firms,” said Steven Rubenstein, President of Arrow Partners and a founding member of 3PM. “Today, there is more interest in this industry than ever before. New 3PM firms are constantly being launched by some of the most experienced investment management salespeople. Given the expansion of the 3PM arena, I expect more and more firms to start to specialize, as firm’s carve out niches in the now crowded marketplace. Third party marketing continues to offer money managers a viable, cost-effective alternative to expand their sales and marketing efforts without compromising on results.”

Donna DiMaria, current president of 3PM is also excited about the Association’s future. “We are extremely proud that membership has grown substantially during the past few years, including six international members. The Association offers its members a myriad of benefits. Perhaps most important of all is the recent launch of a health insurance program for third party marketing firms and their 1099 contract employees. We are

looking forward to the next 10 years in which we will see 3PM grow in numbers and in the benefits we offer to our members. We are proud to support the industry and hope to continue to help it thrive.”

This year’s Annual conference will feature educational sessions that are specifically tailored to members’ interests, including a pre-conference workshop on “Improving the Quality of Your Database”. Other topics include: “Structuring a Successful 3PM/Investment Manager Relationship,” “Legal, Compliance and Regulatory Update,” as well as the annual “Open Dialogue Session” which allows members to get advice on specific issues from their peers.

For more information about 3PM or to register for the conference, please visit www.3pm.org or contact Barbara Swanda at info@3pm.org.

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About Third Party Marketers Association, Inc. (3PM)

3PM is a professional association with more than 60 member organizations that assist in increasing institutional assets for their diverse following of investment manager clients. The organization’s goals are to cultivate relationships and business opportunities among members and to provide information and education about the industry. In addition, 3PM also aims to enhance professional standards and integrity by advancing best practices throughout the financial services industry. More information is available at www.3pm.org.