

FOR IMMEDIATE RELEASE

Contact: Kaitlin Friedmann
Creative Marketing Alliance
(609) 799-6000 ext. 21
kfriedmann@cmasolutions.com

FIRMS ARE MISSING KEY OPPORTUNITIES TO RETAIN AND MOTIVATE RFP PROFESSIONALS, ACCORDING TO 2008 PAICR RFP SURVEY

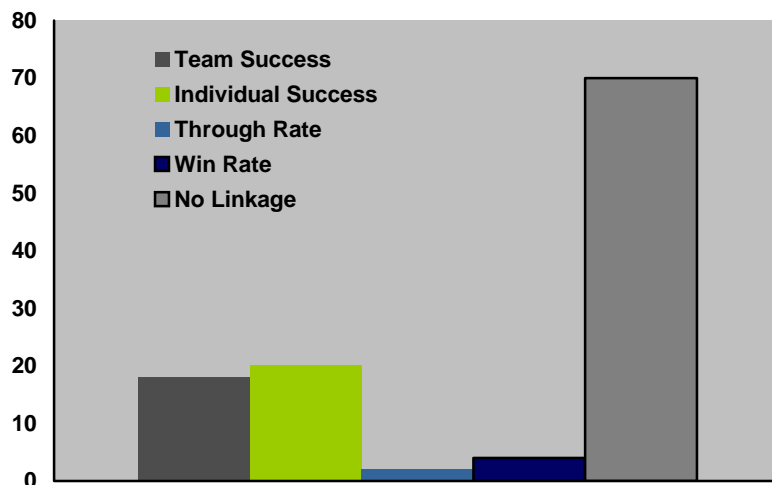
Results to be Discussed at 2008 PAICR RFP Conference on May 19 in New York City

Princeton Junction, NJ – May 7, 2008 – The Professional Association for Investment Communications Resources (PAICR) announced today the results of their 2008 Request for Proposal (RFP) Survey. The first RFP Survey developed by RFP professionals originated in 2004 out of a need for industry knowledge. The examination conducted over the past year represented a more extensive measurement of practices and trends specific to RFP managers than in previous years.

Among other important critiques on the state of the industry, the survey showed that 25% of managers offer a career in RFP writing, which offers further evidence that the role is gaining importance from senior management as they actively encourage the development of those specializing in RFP writing.

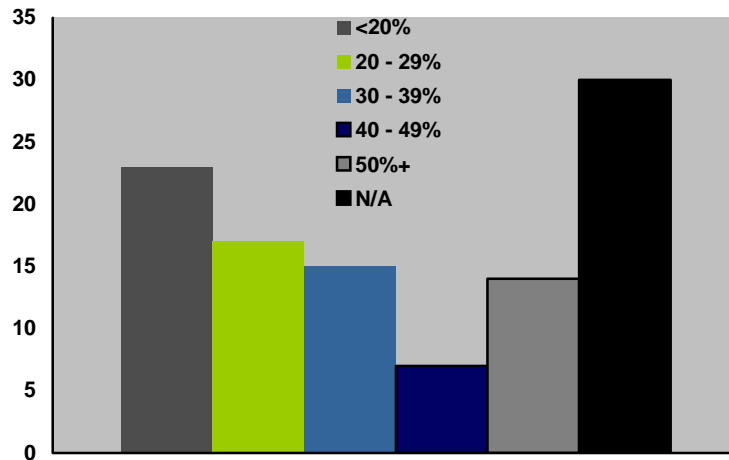
Other key findings specific to RFP writing include:

COMPENSATION



- 65% of RFP teams are not compensated by the success they generate, therefore, firms are losing out on a key opportunity to motivate and retain RFP professionals.

RFP THROUGH RATE

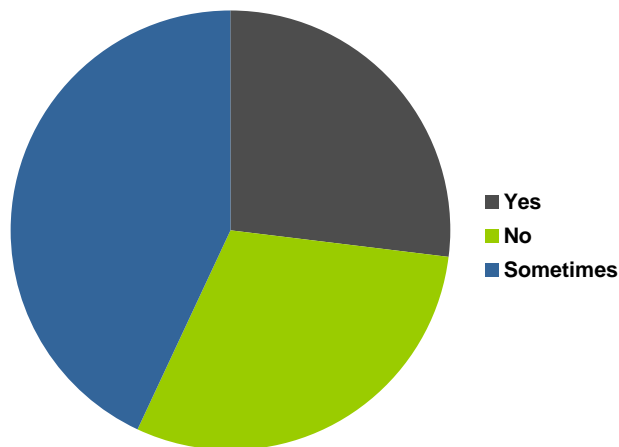


- While 1 out of 5 RFP's gets through the first cut, 25% of managers do not track RFP through rates, which are arguably considered the best metric to measure effectiveness.

The survey additionally measured issues pertaining to the maintenance of consultant databases. Consultant databases are a key focus for managers, who have been investing capital in enhancing the process to ensure accurate, efficient delivery. The number of managers employing automation is set to double to 20%.

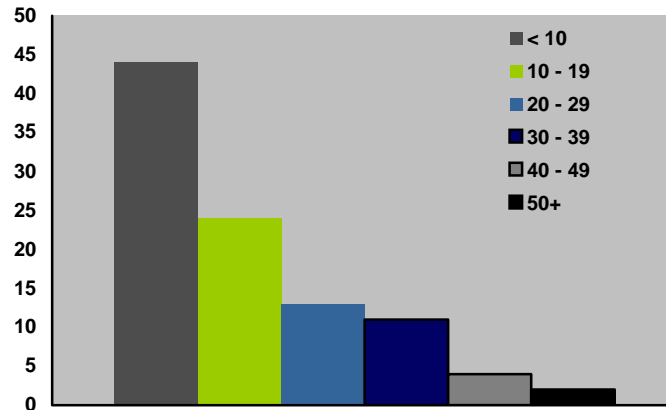
Other findings related to consultant databases include:

DATABASE VERIFICATION



- 30% of respondents said database data is never checked, generally due to aggressive deadlines and limited manpower. Only 25% of managers consistently check databases.

AUM COMPILATION



- Regarding internal data, compiling a firm's assets under management is generally the last data point finalized, typically taking 16 days to complete.

PAICR members will discuss the results of the 2008 RFP Survey at PAICR's 2008 RFP Conference on May 19 at the Marriott East Side Hotel in New York City. The conference, themed "The New Frontier: How to Succeed in Tomorrow's Market," provides PAICR members with the resources in order to prepare for the future of the investment management industry.

For more information on the survey data and to schedule an interview with an APA spokesperson, please contact Kaitlin Friedmann at PAICR Headquarters, kfriedmann@cmasolutions.com. For more information on the PAICR 2008 RFP Conference, please visit www.PAICR.com or call (609) 799-4382.

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About the Professional Association for Investment Communications Resources (PAICR)

PAICR's objective is to identify, interpret, guide and advocate the best practices in the investment communications industry. PAICR is dedicated to the professional development of communicators by providing each member with the necessary tools to provide solutions and help each individual excel at their profession. We support and nurture a growing community of professionals who share insights through a multitude of innovative, interactive and educational forums. Visit www.PAICR.com for more information.