



SalesPage Integrates with PNC's Coates Analytics to Provide Comprehensive Sales Intelligence

Firms can leverage partnership to focus distribution and improve performance

Michigan – November 18, 2008 – SalesPage Technologies, a leading software company, announced a partnership with Coates Analytics, a PNC Global Investment Servicing company. This collaboration integrates SalesPage Financial solutions and Coates' Managed Money Dashboard, providing SalesPage clients direct access to Coates' office-level data intelligence in their SalesPage Financial client relationship management (CRM) application. SalesPage Technologies secured this partnership as part of a continuous product development strategy for empowering their clients to identify and act upon opportunities, improve performance and remain competitive in today's marketplace.

Eaton Vance Distributors, Inc. is one of the first SalesPage clients to experience the benefits of integration with Coates. "Direct access to this level of detailed, meaningful information from within our SalesPage application enables us to better define target audiences and identify new opportunities," said Brian Taranto, vice president and director of distribution administration. "Our wholesalers can retrieve critical product performance information before making visits to financial advisors, thereby enhancing the quality of each interaction they are having."

In the spring of 2008, SalesPage and Coates Analytics first engaged in discussion, and shortly after, established a partnership and began defining the integration process. With the integration now complete, SalesPage clients can access Coates data directly through a portal in SalesPage Financial.

"This partnership will ensure that robust decision-making information gets to the right people, so that they can make the right choices," said Frank Coates, president and CEO of Coates Analytics, a PNC company. "With this integration, SalesPage clients will be getting a wealth of data from us, via an easy, one-stop Web portal."

“Pushing branch, style and product information related to a firm and its competitors out to wholesalers will allow the wholesalers to critically evaluate their accounts. That gives them the ability to identify and prioritize crucial branch office visits,” said Michael Pessetti, vice president of sales and marketing for SalesPage. “We look forward to working with Coates and to supplying our clients with solutions that provide a higher level of client relationship and data management.”

About Coates Analytics, LP, A PNC Global Investment Servicing Company

Coates Analytics prides itself on having a first-hand understanding of how and why firms use data. It was founded and staffed by financial services professionals who are experts in sales distribution and essential business measures. As such, they designed, developed and continue to improve the Distribution Management System [DMS] so that it represents the most comprehensive tool available today for distribution and fund executives who are looking for smarter, more efficient ways to approach their business and optimize the pathways to success.

PNC Global Investment Servicing (www.pncgis.com) is a leading provider of processing, technology and business intelligence services to asset managers, broker/dealers and financial advisors worldwide. PNC Global Investment Servicing offers fund accounting and administration, custody, transfer agency, alternative investment, subaccounting, managed account and wealth management reporting services, representing more than \$2.3 trillion in total assets.

About SalesPage Technologies, LLC

Founded in 1983, SalesPage is committed to providing companies with effective CRM applications and related technical services. SalesPage collaborates with each client to plan, build and implement a tailored, browser-based CRM solution. Each client's solution starts with the award-winning SalesPage foundation, then integrates the client's own best strategies, leveraging their existing technology investments and readily adapting as the client's needs change and grow. The company's growing list of global business partners for SalesPage solutions includes Allianz, BlackRock, Eaton Vance, Federated Investors, ING Funds, JPMorgan, Deutsche Bank, Entergy, Friday Ad, Scottish and Southern Energy, Twinings, and the University of Central England.