For Immediate Release

Kayne Anderson Rudnick Selects ASI Client Acquisition Solution to Streamline Portfolio Construction for High Net-Worth Clients

RIA with $6 Billion in Assets under Management Will Implement End-to-End Tool for Consistent Advice Delivery, Robust Analytics and Research

Lafayette, Calif. – December 3, 2007 -- Advisor Software, Inc., a leading provider of wealth management solutions for the advice market, today announced that Kayne Anderson Rudnick Investment Management, L.L.C., a Los Angeles-based Registered Investment Advisor (RIA) with nearly $6 billion in Assets Under Management, has selected ASI Client Acquisition Solution® to streamline portfolio and proposal creation.

ASI Client Acquisition Solution is an institutional-caliber portfolio construction and proposal generation solution that allows financial institutions to increase the efficiency of the portfolio construction process and deliver more personalized portfolios for investors.

The decision to implement ASI Client Acquisition Solution reinforces Kayne Anderson Rudnick Investment Management's commitment to providing highly customized portfolio management services for high net-worth clients. Implementation plans include support for the firm's separately managed accounts, stocks, bonds and mutual funds.

In selecting ASI Client Acquisition Solution, Kayne Anderson Rudnick Investment Management evaluated a number of portfolio construction and proposal generation solutions. Out of six solutions that were considered, ASI Client Acquisition most closely fit the organization's requirements.

The results of the evaluation process revealed that ASI Client Acquisition Solution was well-suited to Kayne Anderson Rudnick Investment Management's business model because it would allow the firm to allocate both proprietary and non-proprietary funds while leveraging institutional-caliber analytics, including Monte Carlo simulation and efficient frontier analysis. The web-based solution also fit-in with the company's strategy of moving to an open architecture platform.

Said Stephen Rigali, CFA, executive vice president for Kayne Anderson Rudnick Investment Management, "ASI Client Acquisition Solution is the only solution to offer a seamless environment for addressing all of our investment proposal needs, from engaging the client and performing a thorough risk/return analysis to generating an Investment Policy Statement. It also features the most intuitive, stand-alone environment for front-end portfolio construction. ASI Client Acquisition Solution will enable Kayne Anderson Rudnick to institutionalize the proposal development process and enhance its advisory service offerings."

"Unlike other applications that require linking to turn-key product lines, ASI Client Acquisition Solution enables support for a broad universe of investment products," said Neal Ringquist, president and chief operating officer of Advisor Software, Inc. "Kayne Anderson Rudnick's recognition of this flexibility is a great endorsement. We look forward to working in partnership with the organization to ensure best practices and a consistent investor experience across the enterprise."

About ASI Client Acquisition Solution

ASI Client Acquisition Solution is an integrated platform that enables advisors to review an investor's current portfolio holdings, conduct a risk assessment, develop an asset allocation strategy, select securities, create model portfolios and generate a comprehensive investment plan in 15 minutes or less. The solution uniquely leverages institutional-caliber analytics including asset allocation analysis, style and industry sector exposure analysis, security overlap analysis, efficient frontier and Monte Carlo simulation. Advisors can better serve existing clients and convert more prospects into clients by demonstrating the benefits of selected investment products and diversification strategies. Key features of the application include:

- **Configurable workflows** that allow financial institutions to setup their own custom asset allocation models, model portfolios and investment universes.
- **Comprehensive Investment Proposals** that leverage advanced portfolio analytics and an investment policy statement and are configurable to reflect the advisory firm's brand and promote its services to the client.
- **Wide Investment Product Coverage** to support a range of security types including mutual funds, stocks, bonds, exchange traded funds, separately managed accounts and variable annuity sub-accounts.
- **Integration Capabilities** for full-integration with user management and authentication systems, portfolio management systems and trading platforms.

About Advisor Software, Inc.

Advisor Software, Inc. is a leading provider of wealth management solutions for the advice market. The company has pioneered the first enterprise rebalancing solution and a unique goal-directed financial planning platform that combines institutional-caliber analytics and a balance sheet approach to financial planning. Advisor Software's applications are designed for a wide range of asset management firms, broker-dealers, banks, insurance companies, online brokerages, and other financial institutions, enabling these institutions and their advisors to deliver more insightful, actionable investment advice and build stronger, more profitable client relationships. For more information, visit www.advisorsoftware.com or call (925) 299-7782.

About Kayne Anderson Rudnick Investment Management, L.L.C.
Kayne Anderson Rudnick Investment Management, LLC is a registered investment adviser based in Los Angeles, California with approximately $6 billion in assets under management. Founded in 1984 by chairman, John Anderson and CEO, Richard Kayne, the firm manages a range of portfolios having a common disciplined, high-quality investment philosophy for high net worth individuals, endowments, foundations, corporations, public funds, and pension plans. For more information about Kayne Anderson Rudnick Investment Management, visit www.kayne.com.

Contact:
Andrea Corry
Advisor Software, Inc.
(925) 444-1306
acorry@advisorsoftware.com

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