

**FOR IMMEDIATE RELEASE**

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**Daniel S. Kern Appointed President of Advisor Partners**

**Lafayette, Calif. - Aug. 15, 2011** -- Advisor Partners, a leading provider of outsourced investment solutions for the advisor market, today announced that Daniel S. Kern has been appointed President of Advisor Partners, a wholly owned subsidiary of Advisor Software, Inc. In this role, Mr. Kern will oversee investment management, sales and client service, as well as the development and implementation of investment strategies that allow advisors and institutions to focus on relationship building and business development.

“Daniel brings in-depth knowledge of asset allocation products, including target funds, as well as experience implementing and analyzing the most effective investment strategies across the cap spectrum,” said Andrew Rudd, Chairman and CEO of Advisor Software. “With Daniel’s exceptional leadership skills and track record of managing and producing 5-star funds, ASI will be well positioned to develop and launch new investment products related to our goal-based model portfolios.”

Prior to joining Advisor Partners, Mr. Kern served as Managing Director and Portfolio Manager at Charles Schwab Investment Management. His investment experience includes selecting and overseeing investment teams in traditional and alternative asset classes, managing fund of funds and individual equities. Mr. Kern also served as a fund company CFO while with Schwab, with extensive experience overseeing third-party service providers.

Mr. Kern is a graduate of Brandeis University, with a degree in economics. He earned his MBA from the University of California, Berkeley’s Walter A. Haas School of Business. He is a CFA Charterholder and a former President of the CFA Society of San Francisco.

“ASI and Advisor Partners have created a dynamic synergy that aligns perfectly with my commitment to goal-based solutions,” Kern said. “My practical approach to asset allocation and experience developing and implementing multi-asset solutions meshes well with ASI’s software offering and thought leadership in asset allocation and portfolio management. I’m excited to be part of a team driven to helping advisors gain a competitive edge by making it possible for their clients to achieve tangible investment goals.”

For more information, please contact Jami Schlicher at 973-850-7309 or [jschlicher@jcprinc.com](mailto:jschlicher@jcprinc.com).

**About Advisor Partners**

Advisor Partners, a wholly owned subsidiary of Advisor Software, Inc., is an investment advisory firm established in 2001 that provides a broad range of sophisticated investment solutions and turnkey asset management programs to a select group of independent advisors and financial institutions. Currently managing in excess of \$150 million, Advisor Partners has an experienced team of professionals dedicated to helping advisors spend more time working with clients and running a more profitable, efficient practice. For more information, visit [www.advisorpartners.com](http://www.advisorpartners.com) or call 415.477.9977.

**About Advisor Software, Inc.**

Advisor Software, Inc. is a leading provider of wealth management solutions for the advisor 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](http://www.advisorsoftware.com) or call 925-299-7782.

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