



AdvisoryWorld, Inc.  
15335 Morrison Street Suite 226  
Sherman Oaks, CA 91403

## **Data Changes and Price Increase**

April 19, 2010

We are very pleased to announce that, effective immediately we will be receiving a substantially enhanced and more reliable data stream from Lipper which will replace the data we have been receiving from Thomson/Reuters. The index history and data will be expanded from 300+ indices to over 1800 and, in addition to many existing indices, will include indices from Standard & Poor's, Bank of America, Barclays, MSCI, Dow Jones, Russell, Wilshire and many more.

This new data will materially enhance the ability of our clients to match the performance characteristics of actual securities in addition to providing expanded statistical data such as daily prices and distributions. The reason for this change is that all data capture and delivery is now being taken over by Lipper which has a much larger library of historical performance and statistical data than Thomson had.

### **Price Increase For Asset Classes**

In the past, we have provided the Asset Class data without charge, but as a result of this new arrangement, we can no longer do that. Consequently we are forced to begin charging \$10 per month for the Asset Class data for existing users and \$24 per month for new clients. This new pricing will take effect as of May 1, 2010 and will be charged as part of your regular billing cycle.

### **Continuing Asset Classes**

Unfortunately, a few of the indices that we have followed in the past will no longer be available. We have, however, been able to successfully map almost all of the Asset Classes used by the ICE, Power Optimizer and Ramcap applications to new Lipper indices. The old "tickers" will continue although the names may have changed. Therefore, with the rare exception, you will not have to change anything in existing client portfolios.

Please visit our web site at <http://www.advisoryworld.com/ice/assetclasses.xls> for a complete list of the new asset classes. Should you have any questions, please call or email us at your convenience.

Sincerely,

*Philip S. Wilson*  
*President, AdvisoryWorld*  
*(818) 999-0015 Ext. 101*  
*[pwilson@advisoryworld.com](mailto:pwilson@advisoryworld.com)*