

BrightScope and The Spaulding Group, Inc.

Release UAPS White Paper For Public Comment

Universal Advisor Performance Standards Will Broaden the Base of Advisors Who Can Report Performance to Both Clients and Prospects

SAN DIEGO, Calif. (September 11, 2013) - BrightScope (www.brightscope.com), a leading provider of independent financial information and investment research, and The Spaulding Group (www.spauldinggrp.com), a global leader in investment performance measurement products and services, today jointly announced the release of the final draft of the white paper, "Universal Advisory Performance Standards," and the opening of a public comment period for industry input. The free white paper, which highlights the need for an industry consensus performance standard for financial advisors, can be downloaded at www.uapstandards.org.

"After more than a year of meetings with our advisory board, we are ready to release the paper for public comment," said David Spaulding, Founder and CEO of The Spaulding Group, Inc. "We are grateful for the assistance our board members have provided. UAPS provides 'best practices' for both client and prospect reporting of performance and risk."

"Our belief still remains strong that every financial advisor will want to and should need to disclose the performance of their investment selections on behalf of clients," said Mike Alfred, the CEO and co-founder of BrightScope. "We are expecting to continue to see a positive response to this initiative now that we're soliciting feedback from the advisor community. UAPS is a standard that should be achievable by all investors."

The comment period will last until October 18, 2013. Comments should be e-mailed to info@SpauldingGrp.com. Comments may be sent anonymously. The UAPS Executive Board is currently exploring options for moving forward with the new standards, including transferring

responsibility to a third-party.

About BrightScope

BrightScope is a financial information company that brings transparency to opaque markets through independent research and analysis. Delivered through web-based software, BrightScope data drives better decision-making for individual investors, corporate plan sponsors, asset managers, broker-dealers, and financial advisors. The BrightScope Rating™, developed in partnership with leading independent 401k fiduciaries, reviews more than 200 unique data inputs per plan and calculates a single numerical score which defines plan quality at the company level. In April 2011, the company launched BrightScope Advisor Pages™, the first comprehensive and publicly available directory of financial advisors designed to help consumers discover information and conduct due diligence on wealth management professionals. BrightScope also markets a suite of data analytics software products to Fortune 1000 companies, asset managers, broker-dealers, financial advisors, and other market participants. Public ratings for nearly 50,000 retirement plans as well as rating definitions, criteria and methodologies, and information on nearly 600,000 financial advisors and nearly 40,000 advisory firms are available for free at www.brightscope.com.

About The Spaulding Group, Inc.

With offices in the New York City and Los Angeles metropolitan areas, as well as London, The Spaulding Group, Inc. is the leader in investment performance measurement products and services. TSG provides consulting along with GIPS® and non-GIPS verification services; offers a unique Software Certification service; publishes *The Journal of Performance Measurement*®, a quarterly publication launched in 1996; and hosts the Performance Measurement Forum. The firm also sponsors the annual Performance Measurement, Attribution and Risk (PMAR) conference and PMAR Europe, which have come to be recognized as the leading performance measurement conferences in the industry. TSG's Institute of Performance Measurement offers performance measurement training, including a fundamental's course on performance

measurement, a course on performance attribution, and two CIPM exam preparation courses.
Visit The Spaulding Group at www.spauldinggrp.com.

Contact:

Jessica Kipp

Atomic PR for BrightScope

415-593-1400

jessica.kipp@atomicpr.com

Jaime Puerschner

PR for The Spaulding Group

732-873-5700

JPuerschner@SpauldingGrp.com