

	<p><b>ASSET ADVISORY SERVICES, INC.</b></p> <p><i>The Retirement Planning Specialists</i></p>
	<p style="text-align: center;"><b>FOR IMMEDIATE RELEASE</b></p> <p style="text-align: right;"><b>Contact:</b> Curt Francisco or Candy Cohn-Glider (561) 747-9550</p>

**Curtis Francisco, CFP® Appointed to  
Elite SEI Select Advisors Council**

**Jupiter, FL, November 1, 2005** - Curtis Francisco, CFP® was recently selected to be one of 180 financial advisors nationwide appointed to the SEI Select Advisors Council. This appointment gives Francisco access to exclusive Enhanced Advisory Services that will benefit his clients. These include a direct interface with a dedicated team of service consultants on the SEI Trust Company Select Advisor Service Team.

As an SEI Select Advisor, Francisco also has access to the new SEI Wealth Platform, a revolutionary life and wealth program designed around what the company sees as an emerging new “Wealth Code” among the affluent — the intrinsic set of values and beliefs wealthy people have about money. (See attached figure.)

SEI developed this platform in response to recent studies among the affluent, showing that clients believe they have more complex needs than their advisors are currently capable of handling. In one survey of high-net worth individuals, only 59 percent said they were pleased with their advisors’ performance – a sharp decrease from 79 percent just two years prior.<sup>1</sup>

SEI is the premiere company that Mr. Francisco works with for all of his fee-based clients. “As an SEI Select Advisor, I can offer clients considerably different resources than I could on my own,” says Francisco. “Through SEI, my clients can invest as little as

---

<sup>1</sup> “Wealthy Clients Growing Disenchanted with Advisors,” Spectrem Group.

\$250,000 to gain access to money management firms that normally require several hundred million dollars.”

Curtis Francisco, CFP®, is president of Asset Advisory Services, which he founded 25 years ago in the Jupiter-Tequesta area. At that time, Mr. Francisco was Jupiter’s first Certified Financial Planner™. He is also a Registered Investment Advisor and Branch Manager of the local office of Commonwealth Financial Network, Member NASD/SIPC, a Waltham, Massachusetts broker-dealer providing securities sales and service.

The SEI Advisor Network provides independent advisors with outsourced wealth management platforms that are designed to meet the demands of a new generation of wealthy clients. SEI Investments (NASDAQ: SEIC) is a leading global provider of asset management and investment technology solutions. The company's innovative solutions help corporations, financial institutions, financial advisors, and affluent families create and manage wealth.

###

## The New Wealth Code

Drawing on an extensive examination of generational trends and proprietary research of the affluent and their advisors, SEI Investments (NASDAQ: SEIC) has uncovered a set of six universal principles that define the way today’s affluent families view both their wealth and the people who advise them. (See figure)

### Old Wealth Code

1. True wealth is being rich.
2. Money is its own reward.
3. Be an expert in your financial field.
4. Deliver great products.
5. Offer great service.
6. Give me a great deal.

Success Measure: ROI  
(Return on Investment - Market Driven)

### New Wealth Code

1. True wealth is well-being.
2. Money helps to realize a rewarding life.
3. Become the expert on my life goals.
4. Align my wealth with my life changes.
5. Help me solve my life problems.
6. Create value with me.

Success Measure: ROL  
(Return on Life – Goal Driven)

Source: SEI Investments (NASDAQ: SEIC)