



Nuveen Investments Selects SalesPage for Integrated CRM and Transaction Management

SalesPage Financial selected to enhance firm's complex client service platform

MICHIGAN - April 14, 2010 - Nuveen Investments has selected SalesPage Technologies as its Client Relationship Management (CRM) partner. SalesPage Financial, a software solution tailored specifically for the financial services industry, will help Nuveen enhance their distribution processes and capabilities by providing greater efficiencies and more strategic client information.

"As our distribution platform continues to expand both in scale and complexity, we were looking for a CRM solution that could support the entire breadth of our business," said Michael Stull, vice president at Nuveen. "With SalesPage, we not only improve our transaction management processes but obtain a partner with deep industry knowledge and a platform that can support the evolving needs of our firm and help us better serve the needs of our clients."

According to Stull, Nuveen Investments selected SalesPage Financial for three key reasons:

- **Deep Investment Management Experience.** SalesPage provides a robust CRM solution built specifically for firms like Nuveen, while also bringing the knowledge and experience gained through decades of working with other leading financial services firms.
- **Comprehensive definition of CRM.** The SalesPage Financial solution seamlessly combines traditional CRM functionality with extensive operations and sales reporting capabilities. This combination empowers firms like Nuveen to implement, manage, and monitor their sales and marketing strategies.

- **Flexible platform on which to build their business.** SalesPage Financial provides an expandable platform from which Nuveen can manage sales and marketing efforts across their different distribution channels, brands, and investment products.

“We are delighted to have Nuveen Investments join the growing family of leading financial institutions we are privileged to serve,” said Michael Pessetti, vice president sales and marketing for SalesPage Technologies. “Our unique blend of industry-specific solutions and knowledge of the financial services market continue to provide us with the opportunity to grow our portfolio of financial services clients who in turn collaborate with us to improve our solutions.”

About Nuveen Investments

Nuveen Investments provides high quality investment services designed to help secure the long-term goals of institutions and high net worth investors as well as the consultants and financial advisors who serve them. Nuveen Investments markets its growing range of specialized investment solutions under the high-quality brands of HydePark, NWQ, Nuveen, Santa Barbara, Symphony, Tradewinds and Winslow Capital. In total, the Company managed \$145 billion as of December 31, 2009. For more information, please visit the Nuveen Investments website at www.nuveen.com.

About SalesPage Technologies, LLC

Founded in 1983, SalesPage is committed to providing companies with effective CRM applications and related technical services. SalesPage collaborates with each client to plan, build and implement a tailored, browser-based CRM solution. Each client's solution starts with the award-winning SalesPage foundation, then integrates the client's own best strategies, leveraging their existing technology investments and readily adapting as the client's needs change and grow. The company's growing list of global business partners for SalesPage solutions includes Allianz, BlackRock, Cambridge Investment Research, Eaton Vance, Entergy, Federated Investors, Friday Ad, ING Funds, Scottish and Southern Energy, and Twinings.