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## **Crederian Fund Services Selects SunGard's Asset Arena Transfer Agency**

**Kansas City, MO – March 14, 2011** – Crederian Fund Services LLC, a full-service fund administrator, has selected SunGard's Asset Arena Transfer Agency, a high-volume shareholder recordkeeping solution that processes transactions as they happen with 24/7 system availability. SunGard's Asset Arena Transfer Agency is helping Crederian adopt a highly customized approach to investor servicing and reporting, providing the flexibility to organize and service investors based on their unique processing needs. A Web-based solution, Asset Arena Transfer Agency is delivered on an application service provider (ASP) basis, helping to speed its implementation while creating little to no impact to the customer's technology footprint.

Asset Arena allows Crederian to process shareholder records in a specialized and automated fashion, supporting the firm's commitment to providing tailored services. SunGard's Asset Arena Transfer Agency will help Crederian deliver new service offerings and complex tax reporting to specific groups of investors without significantly increasing its staffing levels. The firm will take advantage of SunGard's service-based delivery, giving investors Web access to transfer agency recordkeeping and reporting services while maintaining data in a secure environment.

Vince Ciavardini, president and chief executive officer of Crederian Fund Services, said, "We selected SunGard's Asset Arena because of the strength of its reputation and the quality of its solutions. We continue to be impressed with SunGard's responsiveness to our requirements and with the speed and ease of implementing Asset Arena Transfer Agency. With the help of SunGard and Asset Arena, we can stay focused on our business, customize services to our clients' needs, and continue to expand our product offerings."

Mark Judah, senior vice president and managing director of SunGard's Asset Arena Transfer Agency business unit, said, "By providing Crederian with a fully hosted transfer agency platform like SunGard's Asset Arena, we were able to provide Crederian Fund Services with a cost-effective solution in a timeframe that met their demands."

## **About Crederian Fund Services LLC**

Headquartered in Media, PA, Crederian Fund Services LLC provides full fund administration and investor servicing to Alternative Investment Products. Crederian also provides a variety of services on behalf of other investment products, including Registered Investment Companies.

Crederian provides clients with a full range of administration and investor services, strong internal controls, customized to the client's specific operating environment. The Crederian business model incorporates entrepreneurial spirit, large firm experience, fully featured technology capabilities and continuous business process improvement. Crederian's experienced professionals coupled with our sophisticated technology platforms provide full support to clients. A key element of Crederian's focus is to create the appropriate checks and balances both at Crederian and within the client organization to ensure an enhanced control environment. Crederian has distinguished itself for its ability to design and implement solutions for unique circumstances. Crederian is led by a management team with significant experience in the mutual funds and alternative investment servicing businesses. Please visit Crederian at [www.crederian.com](http://www.crederian.com).

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## **About Asset Arena**

Asset Arena is SunGard's global suite of products and services for asset managers, institutional investors, and traditional and alternative fund administrators. Asset Arena supports the core functions of the asset management industry including investment management, investment operations and investor servicing. By leveraging technologies such as business process management and software-as-a-service, Asset Arena helps investment firms manage complexity, increase efficiency, and reduce costs and operational risk, while maintaining agility to respond to changing business and regulatory requirements. For more information visit [www.sungard.com/assetarena](http://www.sungard.com/assetarena).

## About SunGard

SunGard is one of the world's leading software and technology services companies. SunGard has more than 20,000 employees and serves 25,000 customers in 70 countries. SunGard provides software and processing solutions for financial services, higher education and the public sector. SunGard also provides disaster recovery services, managed IT services, information availability consulting services and business continuity management software. With annual revenue about \$5 billion, SunGard is ranked 380 on the Fortune 500 and is the largest privately held business software and IT services company. Look for us wherever the mission is critical. For more information, visit [www.sungard.com](http://www.sungard.com).

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