

Virtus.com Wins 'Best of Industry' WebAward for Excellence in Financial Services

Website was centerpiece of brand launch for Virtus Investment Partners

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HARTFORD, Conn., Oct. 7 /[PRNewswire-FirstCall](#)/ -- [Virtus.com](#), the Website of Virtus Investment Partners, Inc. (NASDAQ: VRTS), has been honored for Outstanding Achievement in Web Development by the [Web Marketing Association](#). The Financial Services Standard of Excellence Award for the Website was presented to [Acsys Interactive](#), which developed the site.

(Logo: <http://www.newscom.com/cgi-bin/prnh/20090105/NEM020LOGO>)

Virtus, which operates a multi-manager asset management business, including the Virtus Mutual Funds, launched Virtus.com in October, 2008 when it rebranded itself in connection with its spin-off as an independent, publicly traded company. "Virtus" is Latin and connotes the characteristics of integrity, quality and strength, and the website allowed the company to build its new identity prior to the spin-off and to introduce a one-stop portal for both investors and their financial advisors.

"The rebranding of Virtus Investment Partners gave us the opportunity to design [Virtus.com](#) from the ground up and include many on-line tools - including commentary from our portfolio managers and investment experts - to help customers manage their investments and advisors manage and build their business," said Thomas P. O'Donnell, vice president, Strategic Marketing/eBusiness at Virtus. "We are delighted to receive a Standard of Excellence Award in the financial services industry because it recognizes the hard work put in by the teams at Virtus and Acsys to make Virtus.com a site that is informational, dynamic, and - most importantly - an effective channel for our clients and business partners to access the latest market commentary, product and sales ideas, and performance."

Additionally, O'Donnell noted, the site continues to evolve with the recent addition of [blogs](#) from Virtus' economic and market strategists and links to the company's [Facebook](#), [LinkedIn](#), and [Twitter](#) sites.

The [Web Marketing Association's](#) WebAward competition for Web development, in its 13th year, is a premier annual website award competition that names the best websites in 96 industries while setting the standard of excellence for all website development. This year, more than 2,000 websites from 47 countries were entered into the competition, which judges entries on design, copywriting, innovation, content, interactivity, navigation and use of technology.

"Recognizing the best website in each industry is an important way to establish the ever-changing standard of excellence in website development," said William Rice, president of the Web Marketing Association. "As the Internet evolves, so does the state of website development and winning a WebAward is a great way to demonstrate the effectiveness of Web development efforts."

About Acsys Interactive

Acsys Interactive is an award-winning, full-service interactive agency providing strategy, branding, design, digital marketing, software development, and hosting services with an emphasis on client results. Acsys Interactive takes a technology agnostic approach with expertise in Web 2.0, rich media, intranet, extranet, ecommerce, portal and mobile delivery. It has more than 10 years of experience across the consumer, financial services, insurance, healthcare, manufacturing, education, and non-profit industries. Additional information can be found at <http://www.acsysinteractive.com>.

About Virtus Investment Partners

Virtus Investment Partners (NASDAQ: VRTS) is a distinctive partnership of boutique investment managers singularly committed to the long-term success of individual and institutional investors. The company provides investment management products and services through its affiliated managers and select subadvisers, each with a distinct investment style, autonomous investment process and individual brand. Virtus Investment Partners offers access to a variety of investment styles across multiple disciplines to meet a wide array of investor needs. Additional information can be found at www.virtus.com.

SOURCE Virtus Investment Partners

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