

Virtus Investment Partners Hosts SalesPage Roundtable on CRM for Financial Services Companies

Virtus CEO will discuss trends in mutual fund distribution

HARTFORD, Conn., Oct. 4, 2011 /PRNewswire/ -- [Virtus Investment Partners, Inc.](#) (NASDAQ: VRTS), which operates a multi-manager asset management business, is hosting a one-day roundtable for asset management companies, sponsored by [SalesPage Technologies, LLC](#), a leading provider of customer relationship management (CRM) applications and related technical services.

(Logo: <http://photos.prnewswire.com/prnh/20090105/NEM020LOGO>)

The semi-annual roundtables provide an opportunity for SalesPage to elicit client feedback and direction on planned initiatives. The agenda for the October meeting includes the release of SalesPage Financial for the iPad, and new territory planning and management and market data aggregation applications. Executives from 16 of SalesPage's asset management clients are scheduled to attend the event, which will be held at Virtus' headquarters in Hartford.

In addition to the SalesPage presentation, George R. Aylward, president and chief executive officer of Virtus, will discuss evolving trends in investment management product development and distribution, including eBusiness initiatives, and the value of CRM.

Virtus sells through a broad network of distributors from the leading national broker-dealers, independent brokerage firms, registered investment advisors, and direct investor platforms. The company uses SalesPage as its primary tool to track the activities of more than 20,000 financial advisors who have sold a [Virtus Mutual Fund](#) during the past year, and to measure the effectiveness of its marketing programs.

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 Global Investors, BlackRock, Eaton Vance Management, Federated Investors, JPMorgan, Legg Mason Global Asset Management, Northern Trust and Virtus Investment Partners.

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, Inc.

