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## FUSE Research Network LLC Celebrates First Anniversary

*September 10, 2009, Boston, MA* – FUSE Research Network LLC is pleased to announce the first anniversary of its launch. “We are very excited about the progress of the organization. We have successfully launched our core research services and received overwhelmingly positive feedback about the offering from the market,” said Neil Bathon Founder of FUSE.

Since its founding, one of the primary goals of FUSE has been to develop and deliver a next generation research service offering that meets the evolving needs of asset managers and distributors. FUSE has done this by constructing a service offering that dramatically increases the efficiency, productivity, and knowledge base of our clients.

FUSE delivers relevant insight and analysis to clients; focusing on need-to-know, not nice-to-know or volume research. In addition, FUSE helps clients understand how the research and trends impact their business by providing incisive and actionable guidance to aid in the execution phase of sales, marketing, and product initiatives.

“Partnering with FUSE has enabled our firm to maximize our product marketing and management efforts,” says Keith Fletcher, chief marketing officer at Security Global Investors. “Their insightful market analysis and industry trend reports have helped us to identify the best opportunities in a competitive and oftentimes challenging market environment.”

In addition to its core research offering, FUSE is currently in the process of compiling survey data for three different studies that will provide benchmarking and resource optimization metrics for different business segments. The first BenchMark study is focused on the Product function and will be available in October. Later in the fourth quarter the second BenchMark study focused on the Cost of Distribution will be available and the third

BenchMark study focused on the Marketing function will be available in the first quarter of 2010.

For more information on FUSE Research Network, please contact Jason Heinhorst at 720.221.5223 or visit our website at [www.fuse-research.com](http://www.fuse-research.com).

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### **About FUSE Research Network LLC**

FUSE Research Network is a leading edge decision support firm that employs a highly refined market intelligence capability to deliver informed, decisive, and forward-looking guidance to firms in the asset management industry. While the industry is supported by dozens of strategic consultants and data providers, FUSE's positioning is firmly in the area of tactical execution. We are committed to delivering research-based client-specific recommendations that improve the productivity and effectiveness of the resources devoted to sales, marketing, and product management.

The foundation upon which FUSE is built is as follows:

- Ardent Client Advocacy
- Absolute Candor & Objectivity
- Decision Support Research
- Incisive & Actionable Guidance

### **About PMR Associates LLC**

PMR is a holding company whose objective is to link together complimentary service providers in order to deliver superior results for clients. Through organic growth and acquisition, PMR seeks to deliver real synergy to its affiliates by creating a platform for the sharing of marketplace contacts, connections, and insights.

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