



PRESS RELEASE for Immediate Distribution

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Bloomberg Tradebook-Investorside  
Global Marketing Initiative  
Kicks Off In New York

Investorside Research Association is pleased to announce the Bloomberg Tradebook LLC-Investorside Global Marketing Initiative, a new alliance with Bloomberg Tradebook LLC (Member SIPC) that is designed to introduce prospective clients to Investorside research providers while providing a forum for member firms to showcase their work.

The number of independent research providers has grown so rapidly that it is often difficult for investors to find the firm that best suits their needs. "We felt there was a need to offer investors an opportunity to become more familiar with the highly specialized and unique research firms that our members represent," said Pat Shea, Executive Director of Investorside. "Bloomberg Tradebook has been very supportive of the independent research space and this seemed like an ideal way to offer a service to their clients while accomplishing our goal as well."

The kick off luncheon will be held in New York City on January 20, 2010 at Bloomberg Headquarters and will be followed by monthly presentations in various cities. The timely topic for this month will be "Technology Investment in 2010 - Primary Perspectives from Primary Global Research." We are delighted to have Unni Narayanan, Ph.D., CEO and President of Primary Global Research, LLC to lead off this series.

According to Mr. Narayanan, "In 2010, PGR anticipates that a unique combination of factors will converge to create perhaps the most opportune technology investment environment in a decade. A breadth of disruptive technologies ranging from expansive cloud computing solutions that impact the enterprise to innovative developments on smartphones that touch the individual will fundamentally change the landscape. Not for the faint of heart certainly, but

opportunities abound for the smart and well informed investor who has a real time pulse of the sector through timely, accurate, and "in the trenches" primary research."

Frank Porcelli, Director of Commission Management at Bloomberg Tradebook, who is spearheading the effort, said, "We are delighted to have this opportunity to provide a service to our clients and to work with Investorside to provide a first hand opportunity for investors to become familiar with the unique and proprietary firms in the Independent Research space."