



Investorside Research Association and worldflow partner to launch new co-mingled research App

London, 10 Oct 2011 - *worldflow*, a leading provider of software and consultancy services to the financial markets, today announced the launch of its second major multi-contributor Investment Research Application, for the iPad and iPhone. 'Investorside App' has been developed in partnership with the Investorside Research Association, the non-profit trade association of investment research providers in the US. It provides an aggregated view of research from leading independent research providers through one single sign-on application.

Argus Research Group, AtivoResearch LLC, Audit Integrity, Battle Road Research Ltd, Behind the Numbers, CFRA Research, Columbine Capital Services, La Jolla Economics, Maven, New Constructs LLC, Roubini Global Economics, TownHall Investment Research, ValuEngine and 20 other key Investorside names all contribute content.

This is worldflow's first partnership with a US organisation and this app follows the launch of the EuroIRP App in June. 'Investorside App' allows institutional investors to access co-mingled Investment Research over a range of mobile devices, through a single sign-on. Depending on user preferences, content can be sorted by provider name, sector or date.

Pat Shea, Executive Director of Investorside Research Association says "As the number of customers accessing research from multiple devices continues to grow, we are delighted to provide our members with this new free service in partnership with worldflow. Our mission at Investorside is to promote research that is financially aligned with investor interests – and being able to provide this over an intuitive and easy-to-customise app gives our members and their clients another channel with which to access this independent, investor-focused research."

Steve Jarrett Director at *worldflow* comments "As new ways to distribute content continue to emerge, so does demand for investment research. This partnership between worldflow and Investorside Research Association brings together the best of both organisations – award-winning research and cutting-edge technology - providing all member research companies with a new distribution channel for their independent research without prohibitive capital expenditure or disruption to existing distribution."

The app can be downloaded for free from Apple iTunes store beginning today.

For more information about the Investorside App or worldflow contact:

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About worldflow

worldflow (www.worldflow.net) is a delivery -driven consulting and software company focused solely on the financial sector. Since 2002, the company has successfully managed and implemented over 150 projects for Investment Banks, Hedge Funds and Asset Managers including Commerzbank, Standard Chartered, RBS, Citigroup, ING, Aviva Asset Management, Ignis and JPM Chase Manhattan. The team has extensive experience in the Derivatives, Equities, Foreign Exchange and Fixed Income markets across functional areas including sales & trading, risk management, research and analysis, operations and ecommerce.