

# PRESS RELEASE

## FIN CELEBRATES 36 YEARS OF SERVICE

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**Los Angeles, CA – July 28, 2005** – FIN is celebrating 36 years of service. The firm has a lot to celebrate. For instance, the firm is in sound financial condition. FIN has no debt and keeps its operating expenses low in order to pass on attractive pricing to clients. The firm has a sophisticated trading and investment accounting system. The system is feature rich, scalable, reliable and user-friendly. Furthermore, FIN has experienced and dedicated staff, and very supportive clients.

Barrington Partner's study stated, "clients reported a very high level of overall satisfaction with both the company and the system. One client referred to FIN as the best kept secret in that they are not widely known, yet have an excellent business solution." FIN's primary focus is client support and client driven product development. In the past, the firm's growth primarily came from referrals and the growth of existing clients. FIN recently signed six new clients as a result of moderate marketing campaigns that began one year ago. The firm plans to have "controlled growth" from new clients, and maintain its culture of being client-centric. In order to prepare for growth and development projects, FIN is seeking talented people to join its team: visual basic and c sharp programmer, data base administrator, analysts and client support people. Following is an overview of some of the major projects that are in the works.

### Product Development

FINGPS is a feature rich system. The integrated system includes a real-time trading system that is front-end compliant and includes decision support tools. The decision support tools include model rebalancing, block trading, what-if analysis, etc. Furthermore, the trading system allows users to electronically route equity orders and allocations to over 155 brokers. The FINGPS system includes a robust and reliable investment accounting system that helps firms automate reconciliations, securities clearing, performance, tax-lot accounting, securities processing and reporting. Finally, the system includes a powerful management fee billing module that handles complex billing scenarios.

Product development will come from in-house development, outsourcing, and partnerships with third-party vendors. FIN will continue to honor client driven enhancements, add bells and whistles to existing features, and build additional custodian/sponsor interfaces for free. The firm plans to roll out a flexible reporting tool that will allow users to customize their own presentation quality reports.

### **Infrastructure Development**

FINGPS runs on the Microsoft platform. The front-end system is programmed in visual basics and C sharp. Furthermore, FIN is converting to SQL Server 2005. Jerry Sears, CEO of FIN, said "we are committed to utilizing the Microsoft platform and integrating all of its office products to leverage our future growth. I have chosen the Microsoft platform, because it is the industry standard and integrates well with other systems. Microsoft is the platform of choice for the Internet and Internet publishing. Furthermore, it allows you to leverage system development by utilizing built in tools."

### **Client Support**

An increasing number of FIN clients are entering the SMA/Wrap and multi-currency markets. Therefore, FIN is working with clients to effectively manage these types of accounts in a cost effective manner. Furthermore, the firm is helping selected clients effectively manage their growth. Steve Seig, Chief Operating Officer of FIN, said "we always stay two years ahead of our clients' growth. Our largest client grew to approximately 30,000 accounts on the FIN system. In five years, they plan to double. We are preparing now for this expected growth."

### **About Financial Information Network (FIN)**

FIN ([www.fingps.com](http://www.fingps.com)) is a privately held firm and headquartered in Los Angeles, CA. Since 1969, the firm has offered trading and investment accounting systems to money managers and broker dealers of all sizes that manage SMA/wrap, high net worth and institutional accounts. FIN's service bureau solution helps firms streamline trading, reconciliations, performance, reporting, management fee billing, and much more.