

FOR IMMEDIATE RELEASE

BLAYLOCK ROBERT VAN LAUNCHES TRADING PLATFORM USING FIDESSA

Adoption of New Trading Technology Provides Clients with Unrivaled Execution as well as Advanced Analytics and Compliance Solutions

Oakland, CA, July 28, 2010 -- Blaylock Robert Van LLC, (BRV), a leading minority-owned investment bank and financial services company, announced today the launch of a new U.S. equities trading platform using Fidessa, the leading supplier of multi-asset trading, portfolio analysis, decision support, compliance, market data and connectivity solutions.

The new trading platform will provide BRV's clients with the most advanced execution solution available incorporating Fidessa's network of brokers, exchanges and buy-side order flow and its advanced algorithmic trading solutions, as well as Fidessa's superior clearing, real-time analysis, compliance and risk management features.

"Blaylock Robert Van was founded on the belief that technology is a driver for growth and the launch of our new Fidessa trading platform is a continuation of our commitment to being early adopters of the most advanced technologies available to the financial services market," said Eric Standifer, president of BRV. "Our talented domestic equities desk, using Fidessa's advanced capabilities, will benefit our clients in measurable ways including speed, accessibility, transparency, accuracy and cost."

"Fidessa prides itself on working closely with its customers, anticipating their needs and responding quickly when they require new capabilities and enhanced features to help them trade more effectively in the global marketplace," said Martin Hakker, EVP, Marketing, Fidessa. "We are very excited to be working with Blaylock Robert Van to enhance and extend the service they offer their customers. Our unique combination of robust, industrial strength technology coupled with an unrivaled reputation, make us an ideal partner for a technology focused firm like Blaylock Robert Van."

BRV's new platform allows its team of traders to take advantage of advanced electronic order management, smart order routing, real-time market data, position keeping and evaluation features, risk management and compliance solutions as well as other advanced trading tools in a single system.

ABOUT BLAYLOCK ROBERT VAN, LLC

Blaylock Robert Van, LLC is a leading minority-owned investment banking boutique offering innovative sales and trading, capital markets underwriting, and proprietary equity research. The firm's mission hinges upon a single-minded focus on understanding and delivering financial services of the highest quality. Blaylock Robert Van LLC provides asset managers with global electronic equity trading capabilities to more than 40 worldwide exchanges and provides institutional research through its proprietary platform *ELROI - The Electronic Analyst*®, a web-based research tool for constructing and testing actionable portfolio strategies. The firm also owns SPI Strategies LLC, an investment advisory. Based in Oakland, CA, Blaylock Robert Van LLC also has offices in New York City, Chicago, Cleveland and Fort Lauderdale. The firm is a member of FINRA, MSRB and SIPC.

ABOUT FIDESSA GROUP

Fidessa group supplies multi-asset trading, portfolio analysis, compliance, market data and connectivity solutions for financial markets participants. Fidessa's products are used by over 85% of tier-one, global financial institutions, across both the buy-side and sell-side. Fidessa's network carries \$640 billion of flow a month between 2,400 buy-sides and 530 brokers across 130 markets worldwide. Headquartered in London and with operations across Europe, North America, Asia and the Middle East, Fidessa supports over 25,000 users across 850 clients, serving major investment banks and asset managers through to niche brokers and hedge funds. Fidessa group is listed on the London Stock Exchange.

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