

Press Release

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First Coverage Announces 2008 Top Performer Awards

“Third Annual Rankings Recognize Best U.S. Institutional Sales Reps”

Boston, Mass., May 19, 2009 – First Coverage Inc., a leading provider of financial information management solutions, today announced the winners of its 2008 Top Performer Awards, which recognize the best institutional sales people and firms in the United States. Keefe, Bruyette & Woods, Inc. (KBW), a full-service investment bank that specializes exclusively in the financial services sector, ranked No. 1, out-performing more than 250 firms on the First Coverage platform.

“We’re thrilled to report that several sell-side firms on First Coverage not only beat the market but also generated positive returns despite the crushing credit crisis, a global recession and the Dow plummeting more than 35 percent in 2008,” said Randy Cass, founder of First Coverage. “In a volatile market, it’s even more important for portfolio managers to be able to find the people and information that can add the greatest value to their investment process. We’re delighted that some of the industry’s best investment professionals participate on the First Coverage platform and congratulate them on their success in 2008.”

The First Coverage rankings are derived from more than 100,000 actionable sell-side trade ideas communicated by nearly 1,000 sales people at more than 250 firms that participated on the system in 2008 and represent the only completely objective evaluation of the sell-side. First Coverage’s industry leading platform is a web-based solution that simplifies the way that the buy-side captures, organizes and evaluates all types of information coming from their sell-side coverage. In addition, the system provides filtered mainstream news, blogs, research and other communications based on the individual interests of buy-side users.

"At KBW, we leverage research expertise in the Financial Services sector and a specialist sales model to remain both visible and valuable to our clients, even during the most challenging market conditions. First Coverage allows us to cut through the noise that investors encounter daily, so we are able to get highly critical, actionable information directly to their desktops in real-time." said Daryle DiLascia, executive vice president and director of equity sales at Keefe, Bruyette & Woods, Inc. "I'm delighted to accept this award on behalf of the entire KBW team that earned this recognition through its diligence and determination during a period in which the financial sector lost more than half its market value."

Jeffery Middleswart, president and director of research for Behind the Numbers, an independent research provider that delivers quality of earnings warnings and sell recommendations for institutional investors and hedge funds, earned the top ranking in the individual salesperson category with an average return of 10.26 percent on all ideas sent to his clients through the First Coverage platform.

"I am very proud to be honored with this Top Performer Award and to work with such an exceptional team at Behind the Numbers, whose support made this achievement possible," said Middleswart. "The First Coverage platform provides a powerful way for me to present impactful research and high conviction recommendations to my clients, while demonstrating the value that I provide to their investment process – critical to my success in this turbulent bear market."

2008 First Coverage Top Performer Award Winners

Top 10 U.S. Firms

1. Keefe, Bruyette & Woods, Inc.
2. Craig-Hallum Capital Group LLC
3. First Analysis Securities Corp.
4. Cleveland Research Company
5. Cowan and Company, LLC
6. Monness, Crespi, Hardt and Co., Inc.
7. Sterne, Agee & Leach, Inc.
8. Dahlman Rose & Company, LLC
9. Brean Murray Carret & Co.
10. Wedge Partners LLC

Top 10 Individual Performers

1. Jeff Middleswart, Behind the Numbers
2. Jeremy Hellman, Singular Research
3. Brad Bissell, William Blair & Company, LLC
4. Matthew Lane, Cowen and Company, LLC
5. Kevin Towl, Soleil Securities Group, Inc.
6. Mark Murphy, Stifel, Nicolaus & Company, Inc.
7. Derek Clotfelter, Pacific Crest Securities
8. Josh Grim, Dahlman Rose & Company, LLC
9. Brad Wynveen, Citigroup
10. Steven Kroll, Jr., Monness, Crespi, Hardt and Co., Inc.

For more information and a complete winners' list, e-mail Deborah.Jorge@FirstCoverage.com.

In January, First Coverage released Version 3.0 of its platform called "The Community," which combines the features and functionality of an alpha capture system, a media sentiment engine and a meeting management tool. The enhanced platform represents the evolution of First Call and StreetEvents, and provides actionable, high-quality aggregated information presented in the most usable format yet – with the goal of helping investment professionals be smarter, safer and more efficient.

During the last year, data through the system grew by more than 400 percent. In the fall 2008, the firm announced the expansion of its sales and marketing team in addition to the signing of its 50th investment management client, London-based GSA Capital.

About First Coverage Inc.

Established in 2006 by the founders of First Call and StreetEvents, First Coverage provides a web-based technology, "The Community," which was developed in collaboration with both the buy-side and sell-side to help money managers more efficiently generate alpha by eliminating the "noise" that they encounter on a daily basis, allowing them to focus on the people and information that matter most to their holdings. The firm's clients comprise large money managers, including Top Ten firms, hedge funds and pension plans, which direct trillions of dollars in assets under management and have access to sentiment analyses of "The Street" and the media as well as the highest-conviction, actionable recommendations submitted to "The Community" by thousands of sell-side participants, who consistently have outperformed the benchmarks. For more information, visit www.FirstCoverage.com.

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