

## QED Introduces QEDLink for Simplifying Data Aggregation, Normalization, Translation, and Transmission

MARLTON, NJ — January 15, 2008 — In January 2008, QED Financial Systems introduced QEDLink, a subscription-based service that enables investment advisors, investment managers, and managers of managers to rapidly aggregate, normalize, translate, and transmit investment data to their clients.

QEDLink utilizes a network of interfaces with connectivity to hundreds of custodian banks, investment managers, prime brokers, and other financial institutions that leverages over 20 years of QED development for many of the country's largest pension plans, plan sponsors, and investment managers. QEDLink performs the essential tasks of collecting custodian or manager data, normalizing the data for ease of use, translating the data for use in other applications (such as data warehouses or reporting tools), and transmitting the data to other data consumers.

QEDLink is secure, flexible, and scalable, accepting data files from virtually any system in any format using industry standard protocols such as FTP, SFTP, HTTPS, and SMTP. When necessary, received data files can be supplemented with up-to-date market prices, security master data, GICS data, corporate actions announcements, indices, and constituent data from the complementary QED Data Connection service.

QED Senior Vice President of Operations Michael Dowd explains, "Many organizations continue to struggle with their investment data. They struggle with how to collect it, how to normalize it, how to translate it into a more useful format, and how to transmit it in a secure manner. QEDLink addresses these concerns by providing transparent solutions that are cost-effective alternatives to building and maintaining costly infrastructure."

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### About QED Financial Systems, Inc.

**QED Financial Systems, Inc. provides portfolio management and investment accounting software and outsourcing solutions to asset managers, pension funds, investment advisors, public treasuries, and other buy-side firms. QED manages more than 1 trillion USD in collective assets, and nearly 50% of the U.S. state treasuries use QED solutions. QED offers LAN- and ASP-based software solutions for streamlining back-office operations.**

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