

*For Immediate Release*

## **New Investment Analytics Firm to Reduce Surprise on Wall Street**

*DISCERN offers institutional investors a persistent information advantage*

**SAN FRANCISCO, May 5, 2010 --** As Wall Street looks for better ways to reduce surprise and ensure integrity, a team of experts combining substantial Wall Street experience with innovative Silicon Valley technology has founded a new company called DISCERN.

Based in San Francisco, DISCERN will provide institutional investors with a persistent information advantage by putting fragmented data into context.

“Instead of the uncoordinated opinions of analysts equipped with little more than spreadsheets and their personal networks, DISCERN will offer the distilled findings of a collaborative team using powerful information analytics tools and proprietary data streams,” said Harry Blount, CEO and founder of DISCERN. “The net result: better context, better decisions, fewer surprises.”

DISCERN will partner with leading data vendors, world-renowned experts, and financial technology providers to harness impactful information wherever it resides and put it into context for institutional investors. By "seeing" farther, faster and more accurately, DISCERN will quite literally change the way research is done.

Members of the management team are:

### **Harry Blount, CEO and Founder**

Harry was a top analyst for Wall Street firms including Lehman Brothers, Credit Suisse First Boston, Donaldson Lufkin & Jenrette, and CIBC Oppenheimer. He serves on several boards and committees including the National Academy of Science Committee on Forecasting Future Disruptive Technology.

### **Henry “Chip” Dickson, Director of Research and Strategist**

Chip was chief equity strategist and associate director of research at Lehman Brothers, and a bank analyst with Salomon Smith Barney, Kemper Securities, and McDonald & Co. A nine-time Institutional Investor All-American analyst, he is co-author of the book “The Great Deleveraging.”

### **Dave Bubas, Managing Director, Sales and Marketing**

In two decades on Wall Street with firms including Dain Rauscher and Stephens Inc., Dave covered many of the largest professional fund managers in the Southwestern U.S. He founded and operated a long/short equity hedge fund, overseeing all facets of the business.

**Paul Saffo, Managing Director, Foresight**

Paul is a forecaster with over two decades experience helping corporate and governmental clients understand and respond to the dynamics of large-scale, long-term change. Paul teaches at Stanford, where he is a consulting associate professor in the engineering school and a visiting scholar in the Media-X Program.

**Kerner Smith, Managing Director, Sales**

In 10 years at KeyBanc Capital Markets, Kerner became the youngest director in the firm's history and a managing director in early 2010. He was salesperson of the year for 2009.

**Scott Starbird, Chief Financial and Operating Officer**

Over 17 years in investment banking, Scott headed the West Coast telecom banking practices at Bear Stearns and CIBC Oppenheimer. Early in his career, he designed executive incentive compensation plans at a major consulting firm and conducted cost forecasting at NASA. Scott is a member of the California and District of Columbia Bar Associations.

**About DISCERN ([www.discern.com](http://www.discern.com)):**

DISCERN provides investors and decision makers with a persistent information advantage by combining substantial Wall Street expertise with innovative Silicon Valley technology. Built on a fresh approach to investment research, DISCERN applies the collective knowledge of its team -- including external experts, powerful information analytics tools and proprietary data streams -- to dramatically increase the scope of DISCERN's individual analysts' expertise. The result: better context, better decisions. DISCERN leverages its proprietary processes by partnering with leading data vendors, world-renowned experts, and financial technology providers to give its clients a sustainable information advantage. By "seeing" farther, faster and more accurately, DISCERN is quite literally changing the way research is done.