

For Immediate Release

DISCERN Names Director of Financial Services

Dave Bugajski brings extensive buy side experience to DISCERN

SAN FRANCISCO, April 12, 2010 -- DISCERN, an investment analytics firm providing institutional investors with a persistent information advantage by putting fragmented data into context, has named Dave Bugajski its director of financial services.

Frequently quoted on Bloomberg Radio and the Wall Street Journal, Dave has been an insightful investment research analyst for Fidelity, Credit Suisse, Fred Alger, Invesco, and HSBC. He earned a bachelor's degree in business administration from the University of Michigan and an MBA from the University of Pittsburgh.

At DISCERN he will be responsible for developing the company's Financial Services vertical. Dave will concentrate on bringing his unique investment perspectives on the U.S. banking industry to a high quality, fundamentally focused client base.

DISCERN combines substantial Wall Street experience with innovative Silicon Valley technology to harness impactful information wherever it resides and puts it into context for institutional investors.

"DISCERN is in the right place to change how research is conducted on Wall Street. Harry Blount and the founding team have formed DISCERN under an operating philosophy that I believe will continue to attract investment professionals who will embrace this wonderful opportunity to create a truly unique company that leverages distinctive competencies to fill an obvious void in the market," Dave said.

Founded amid growing recognition that Wall Street is looking for better ways to reduce surprise and ensure integrity, DISCERN is quite literally changing the way research is done. Instead of the opinions of one analyst equipped with a spreadsheet and a personal network, DISCERN will offer the distilled findings of a collaborative team using powerful information analytics tools and proprietary data streams. The net result: better context, better decisions, fewer surprises.

About DISCERN (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.