

For Immediate Release

DISCERN Names Top-Ranked Financial Analyst to IT Team

Dana Guido brings equity research priorities to engineering process

SAN FRANCISCO, Feb 15, 2011 -- DISCERN, an investment analytics firm providing institutional investors with a persistent information advantage by putting fragmented data into context, has named Dana Guido its director of product development.

Formerly with Lehman Brothers and Barclays Capital, Dana was part of Institutional Investor's top-ranked metals and mining team. She was the first analyst to join DISCERN after its founding in December 2009 and now moves to a new position implementing the company's intermediate and long-term technology roadmap.

Dana's crossover from investment analysis to information-technology implementation illustrates DISCERN's unusual approach to financial research. DISCERN partners with leading data vendors, world-renowned experts, and innovative technology providers to combine Wall Street expertise with Silicon Valley technology, offering institutional investors higher quality findings that improve foresight and reduce surprise.

In her new role, Dana will bridge traditional differences between investment researchers and IT engineers, bringing the sensibilities of a business end user to the software development process.

"I am excited to apply technology to the equity research process in new and innovative ways," Dana said. "In my new role, I'll be a project manager who investigates the needs of the researchers and articulates those needs in a format that makes sense within an engineering work flow."

Before joining DISCERN, Dana was global coordinator for the steel sub-sector and responsible for the global supply/demand outlook and steel price forecast. She coordinated emerging steel market coverage and assisted with coal, copper, gold, aluminum and diversified mining coverage. She holds a bachelor's degree in applied mathematics from UCLA and an MBA in finance from the NYU Stern School of Business.

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.