

For Immediate Release

Barry Oxford joins DISCERN to cover Office/Industrial REITs

Experienced REIT professional to drive deeper client insight

SAN FRANCISCO, August 15, 2011 -- DISCERN, a growing investment analytics firm providing a persistent information advantage to institutional investors by putting fragmented data into context, has hired Barry Oxford to expand its growing expertise in real estate and leverage its existing information advantage.

Barry Oxford brings nearly 20 years of experience in the real estate sector, most of which he spent running REIT-dedicated portfolios as a portfolio manager and analyst.

“I am excited about the potential to harness DISCERN’s market-leading data and cloud-based analytics-platform to deliver a sustainable information advantage to professional REIT investors,” says Barry Oxford.

“Office/Industrial REITs represent a significant portion of REIT market cap and feature some of the most sophisticated management teams in the Industry” says Chip Dickson, DISCERN’s Chief Strategist and Director of Research.

“Barry brings a wealth of experience on both sides of our business. I believe clients will especially appreciate his buy-side perspective and am excited to have him as part of DISCERN’s growing real-estate team” says Dave Wigginton, DISCERN’s apartment and retail analyst.

Founded amid growing recognition that Wall Street is looking for better ways to reduce surprise and ensure integrity, DISCERN is developing a reputation for changing the traditional models of investment research. The company’s analytics engine was created to give decision-makers the power to extract actionable insight from the world of data, leading to better decisions and higher returns.

“By enabling its analysts and clients to ‘see’ farther, faster and more accurately, DISCERN is quite literally changing the way research is done”, says Harry Blount, DISCERN’s CEO.

About DISCERN (www.discern.com): DISCERN provides investors and other 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 its network and resources - including powerful information analytics tools, proprietary data streams, unique analytical processes, and its team of Wall Street veterans - to outperform the scope of traditional research analytics.

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