

*For Immediate Release*

## **Tom McNell joins DISCERN**

*Experienced Professional joins DISCERN to Establish Trading Desk*

SAN FRANCISCO, August 11, 2011 -- DISCERN, a growing investment analytics firm providing a persistent information advantage to institutional investors by putting fragmented data into context, is pleased to announce that industry sales and trading veteran Tom McNell has joined the firm.

Tom will initially enhance the firm's sales coverage and will play a leading role in setting up DISCERN's trading desk, if approved by FINRA, to become a broker-dealer. Tom brings over 27 years of experience in equity trading. He started his career on the NYSE trading floor and has worked both as a buy-side trader and a market maker. For the past 16 years he has covered institutional accounts as a sales trader. His experience includes both domestic and international markets working for over four years in London, England, with Drexel Burnham and Morgan Stanley. Mr. McNell earned his B.A. from Columbia College, New York in 1981. He holds the Series 7, 24, 55 & 63 securities registrations.

"We are excited to have a person of Tom's caliber join the DISCERN team" says Harry Blount, DISCERN's CEO. "Tom has provided outstanding customer service to investment professionals for many years and we look for him to maintain that high standard at DISCERN."

"I am excited to be joining a great group of seasoned professionals with a differentiated product offering. DISCERN's market-leading data and cloud-based analytics-platform delivers a sustainable information advantage to investment professionals," says Tom McNell.

"Tom brings a wealth of experience and breadth of relationships to DISCERN" says Chip Dickson, DISCERN's Chief Strategist and Director of Research. "His presence should make it easier for clients to pay DISCERN for its cutting-edge research, data, and tools."

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.

Mr. Blount adds, "By enabling its analysts and clients to 'see' farther, faster and more accurately, DISCERN is quite literally changing the way research is done."

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