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For Immediate Release

DISCERN Opens Trading Desk

Data-Driven Research Firm Launches Institutional Trading Desk This Morning

SAN FRANCISCO, November 28, 2011 -- DISCERN, a growing investment analytics firm providing an information advantage exclusively to institutional investors by putting fragmented data into context, is pleased to announce that its broker-dealer arm, with bi-coastal sales and trading desks, is up and running.

“We’re now in the trading business,” says DISCERN CEO Harry Blount. “We’re thrilled to be in a position to broaden our offerings to the institutional clients we serve.”

DISCERN’s new bi-coastal trading operations are run by veteran institutional traders Tom McNell and Michael Wagner, who focus on providing high-quality execution and customer service to institutional investors. McNell and Wagner have substantial experience in trading across numerous markets and in implementing a broad range of trading strategies on behalf of institutional investors.

“I’m excited to bolster our differentiated product offering with high-end trading functionality,” says Tom McNell. “It’s a significant convenience to our client base.”

DISCERN’s trading arm, DISCERN Securities, Inc., is now registered as a broker-dealer with the SEC and is an active member of FINRA. The firm kicked off trading at both its San Francisco and New York offices using Bloomberg’s trade order management system and clearing services provided by BNY ConvergeEx Execution Solutions LLC.

Having launched its initial research offering in mid-2010, DISCERN now provides macro/strategy and unique, longer-range foresight research along with data-driven coverage of the healthcare, banking, real estate, and technology sectors. The DISCERN approach combines analyst expertise with new foresight methodologies and Silicon Valley innovation to produce powerful, sustainable insight for decision-makers. The company’s advanced, cloud-based data analytics platform and unique, actionable datasets set its offerings apart from those of the traditional research model.

DISCERN counts 13 of the 30 largest North American mutual funds, in addition to numerous other major asset managers, as clients, and has offices in New York, San Francisco, Boston, and Dallas.

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