



FOR IMMEDIATE RELEASE

iSequent Changes Name to First Coverage

Company Launches a New and Enhanced Version of its Industry-leading Software Application

Toronto, ON -- November 1, 2006 – iSequent Inc., a Canadian financial services software company, today announced that it has changed the name of both the company and its premier product StreetVision to First Coverage. The StreetVision product will now be available in an enhanced 2.0 version and will be marketed as the First Coverage Buy-Side Edition for institutional investment professionals and the First Coverage Sell-Side Edition for institutional brokers and salespeople.

First Coverage Buy-Side Edition provides investment professionals with a method of evaluating which individuals and information are adding the most value to their investment strategies. It acts as a central and secure location for individual portfolio managers to view all the ideas and information being provided by their selected sell-side coverage. First Coverage finally delivers an effortless way of tracking, ranking and quantifying the value of services being provided by the sell-side.

First Coverage Sell-Side Edition enables institutional sales people to disseminate ideas, opportunities and information to the widest-possible audience and clearly demonstrate the value they deliver through their recommendations and services.

“In North America there is US\$13 billion in commissions being paid annually by the institutional investment community to the brokerage community,” said Randy Cass, CEO, First Coverage. “Since all the information is being communicated to the buy-side in an unstructured format, tracking and quantifying the value of the ideas, information and services provided by the sell-side is almost impossible. First Coverage is designed to not only improve communications for both sides of the street, but also enable the buy-side to find the sell-side relationships that will generate the greatest returns. Though this process it also stores the information that allows the buy-side to be more accountable to their stakeholders with their commission allocations.”

About First Coverage

First Coverage was founded in 2005 through the combined efforts of industry participants and successful technology entrepreneurs. The foundation of the company is built on the notion of making the financial services industry more accountable and more transparent with more efficient communication for all involved -- investors, sales people and managers.

Learn more at www.firstcoverage.com.