



FOR IMMEDIATE RELEASE

First Coverage Announces Strategic Alliance with Integrity Research

“Leading investment analysis providers collaborate to connect alpha-generating independent research firms with institutional investors and money managers”

Boston, Mass., October 7, 2009 – First Coverage Inc., the leading provider of North American alpha-capture content, today announced its strategic alliance with Integrity Research Associates, LLC, an information and solutions provider specializing in the investment research industry. As part of the arrangement, Integrity Research will assist First Coverage in expanding its coverage of alternative research providers.

First Coverage, established by the founders of First Call and StreetEvents, provides a web-based alpha capture system that aggregates high-conviction sell-side research, mainstream news and blogs, filtering out “noise” to ensure important information isn’t overlooked and instantly connecting global money managers, hedge funds and pension plans with the people and data most likely to add value to their investment process. The firm provides industry and sector level sentiment ratings based on real-time data flowing through its platform.

Integrity Research helps institutional investors find new research providers and monitor their existing coverage. It is the only firm that tracks the entire research industry, including non-traditional research, boutiques and research-related data, software and analytics. Through its web-based analytics tool, Integrity ResearchSelect®, the company offers confidential, customized searches that uncover hard-to-find, alpha-generating research for its clients worldwide.

Through this unique collaboration, First Coverage and Integrity Research will combine their core competencies to address a major challenge within the investment industry: helping institutional investors identify and connect with alternative research providers who can generate the maximum return on investment, while allowing for the objective measurement of value provided by their sell-side coverage.

“With the recent collapse and merging of several bulge bracket firms, research has become more fragmented and the best ideas are increasingly more difficult for portfolio managers to isolate from the inundation of communications they receive daily,” says Roland Beaulieu, First Coverage CEO and president. “We’re delighted to join forces with Integrity Research to help institutional investors identify and connect with market-beating independent research providers who can add value to their investment process.”

Integrity Research Associates CEO and president Sanford “Sandy” Bragg adds, “We are pleased to work with First Coverage, which offers a well-established and comprehensive platform for the distribution of best-ideas research, a channel that independent research providers should be leveraging more fully.”

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For more information about First Coverage, visit FirstCoverage.com, call 617-303-0180 or e-mail info@FirstCoverage.com. Integrity Research can be found on the Web at Integrity-Research.com, and to learn more about its products and solutions, please contact Matt Bannister at 646-786-6851 or via e-mail at matthew.bannister@integrity-research.com.

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About First Coverage Inc.

Established in 2006 by the founders of First Call and StreetEvents, First Coverage provides a web-based technology, "The Community," which was developed in collaboration with both the buy-side and sell-side to help money managers more efficiently generate alpha by eliminating the "noise" that they encounter on a daily basis, allowing them to focus on the people and information that matter most to their holdings. The firm's clients comprise large money managers, including Top Ten firms, hedge funds and pension plans, which direct trillions of dollars in assets under management and have access to sentiment analyses of "The Street" and the media as well as the highest-conviction, actionable recommendations submitted to "The Community" by thousands of sell-side participants, who consistently have outperformed the benchmarks. For more information, visit www.FirstCoverage.com.

About Integrity Research Associates, LLC

Integrity Research Associates, LLC is an information and solutions provider specializing in the investment research industry. Its institutional investor clients use Integrity's services to find new research providers and monitor existing ones. Integrity ResearchSelect® provides confidential, customized searches tailored to investors' requirements. Integrity covers more than 2,600 research firms in the U.S., Europe and Asia. Additional information about Integrity can be found at www.integrity-research.com.

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