

## **First Coverage Launches Version 3.0, 'The Community' Web-based Platform,**

**Enhanced platform makes investors smarter, safer, more efficient**

By Leslie Kramer

January 22, 2009

First Coverage, a provider of financial information management solutions, has released The Community, Version 3.0 of its web-based platform, which combines the features and functionality of an alpha capture system, a media sentiment engine and a meeting management tool. The Community is designed to enhance productivity, to ensure important information isn't overlooked, and to instantly connect buy-side professionals with the people and data most likely to add value to their investment process.

"Today, there are more sources of data at institutional investors' finger tips than ever before. Clearly, this is making it near impossible to stay fully informed," says Randy Cass, First Coverage CEO, in a press release. "Sifting through the data, making sense of it all, and deciding how to act upon it, is an incredibly challenging endeavor regardless of market conditions. We're delighted to launch The Community, to help the buy-side better understand who and what are out there and to be better equipped to find and focus on what's important to them," he added.

Instead of just aggregating information, The Community consolidates and analyzes traditionally unstructured data, tens of thousands of trade ideas per month, and thousands of articles from mainstream news, industry blogs, research and other communications weekly, all to ensure that investment professionals are able to stay informed about the tickers of interest to them. At the push of a button, users of The Community can go directly from being alerted to and reading an article posted on an obscure Web site to having a conversation with a broker or independent research provider, who has an opinion about a company mentioned in that story.