



Process Efficiency for Separate Accounts

For Immediate Release:

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MARKET STREET ADVISORS WINS COOKSON, PEIRCE

Edison, NJ 05/01/07 – Market Street Advisors, a provider of middle and back office services for asset managers, sponsors and outsourcers, has signed Cookson, Peirce & Co., Inc. Cookson chose Market Street Advisors because of its state-of-the-art functionality and client-focused service model. Market Street's service readily eliminates many common industry problems with order management, reconciliation, performance verification, data warehousing, and compliance. Market Street's intuitive and scalable service easily supports dynamic, fast-growing firms in a multi-custody environment. Cookson, Peirce is such a firm.

Dan Henderson, President of Cookson stated, "Market Street's highly scalable platform allows us to support the customization required for private wealth clients while insuring us the flexibility to move into other markets." Cookson looks to scale its business into a variety of business channels. Appropriately, Cookson sought a fully integrated platform that was also rich in current functionality. Most importantly, because Market Street offers comprehensive internet-based services, Cookson can avoid the expensive consulting fees associated with integrating disparate software installations.

Cookson was also attracted to the high level of industry expertise and support provided by the Market Street Service Desk. Henderson said, "In today's ever-changing investment environment, asset managers need responsive answers, not a consulting charge. The total cost of ownership with Market Street is very reasonable."

According to Bruce Miller, Chief Investment Officer of Cookson Peirce & Co., Inc., "Market Street's detailed knowledge of the investment business coupled with its flexible approach to customization allows us to focus on raising and managing client assets. They enable us to focus on our key mission--delivering Alpha on the assets we manage." Bevin Crodian, Market Street Advisors' CEO, said "Cookson's strong performance definitely puts them in a growth mode, and we are very happy to be associated with them. We look forward to supporting them."

ABOUT COOKSON, PEIRCE & CO., INC:

Cookson, Peirce & Co., Inc. is a fee-only registered investment advisor and money manager founded in 1984. Over the last 23 years, Cookson has managed the assets of some of the country's most prominent families and institutions. With over \$500 Million in assets under management for private clients, Cookson opened a no-load mutual fund, Cookson Peirce Core Equity Fund (Symbol: CPEQX) in 2005. Cookson hired MSA to allow the firm to enter the wrap investment marketplace in 2007. Given Cookson's record of success adding Alpha to assets under their management, the firm is positioned for significant growth in this new marketplace. Any questions regarding the firm can be directed to the President, Daniel Henderson at dsh@cooksonpeirce.com or by calling (412) 471-5320.

ABOUT MARKET STREET ADVISORS, INC:

Market Street Advisors is an application service provider (ASP) of middle and back-office administration for asset managers, sponsors and outsourcers. MSA's stated corporate goal is to provide **lower costs** and **increased functionality** for the middle and back office of the investment management industry. Working from a fully integrated, internet-based platform, MSA provides a wide range of services for institutional, private wealth and wrap investment managers. MSA is also an ASP for full service providers. MSA's services include tax lot accounting, portfolio management, pre & post-trade compliance, performance measurement and reporting, automatic reconciliation, customized workflow, and electronic connections to a number of major financial services institutions.