



## MARKET STREET ADVISORS JOINS FLYER TRADING NETWORK

### *Supercharges Portfolio Management Platform with Efficient Connectivity*

New York, New York – January 12, 2010 – FIX Flyer LLC, the leading provider of on-demand FIX software and network solutions today announced that Market Street Advisors has joined the Flyer Trading Network™ (FTN), an industry-leading solution for real-time trading and intraday account allocations. Market Street Advisors is a leading provider of portfolio management software and services for the wealth management industry.

"We are very excited about this breakthrough agreement with Market Street Advisors," said Brian Ross, Chief Executive Officer of FIX Flyer. "Market Street Advisors' portfolio management platform is used by institutional, private wealth, and wrap investment managers. We believe their decision to join our Flyer Trading Network will help to drive adoption and usage of the FIX protocol within the wealth management industry."

In addition to their access to the Flyer Trading Network, Market Street Advisors will also use our Flyer Online solution. Flyer Online is FIX Flyer's web-based platform that helps firms manage their front and back-office trading. Flyer Online integrates and automates the entire administrative process of trading – submitting orders, staging order lists, receiving executions from sponsors, and managing allocations to accounts. Among the first of Market Street Advisors' broad client base to take advantage of the Flyer Trading Network and Flyer Online is the investment management firm, Cookson Peirce.

"The Flyer Trading Network and the Flyer Online platform will enable both Market Street Advisors and our clients to streamline work flows and realize significant efficiencies," said Bevin Crodian, Chief Executive Officer of Market Street Advisors. "By offering real-time trading and allocations processing, as well as connectivity through the FTN platform, our clients will reduce administrative costs while minimizing delays and errors, thus enhancing satisfaction with their overall experience."

Portfolio Manager, Cory Krebs, from Pittsburgh, Pennsylvania investment manager, Cookson Peirce, commented "The combined FIX Flyer and Market Street Advisors solution gives us total control over our accounts. Besides reducing errors, which is significant for any firm, we now have a way to seamlessly manage and trade. These savings flow straight to our bottom line."

Market Street Advisors is one of 93 service providers, sponsors and wealth managers that have joined the Flyer Trading Network, which provides participants with access to real-time trading and account allocations to dozens of sponsors. FIX Flyer's functionality creates a more efficient trading process. Sponsors and portfolio managers subscribing to FTN can realize even greater efficiencies by processing trades and allocations seamlessly to their customers with improved accuracy and speed.

### **About FIX Flyer**

With over 100 clients worldwide, including UBS, Bank of America Merrill Lynch, Goldman Sachs, and J.P. Morgan, FIX Flyer develops advanced technology for managing complex, multi-asset, institutional securities trading using highly scalable software and network technologies. FIX Flyer provides Managed FIX services; the Daytona trade monitor; the Ignition regression testing, certification and trade validation tool; Flyer Online OMS; and tools for commission and risk management. The Flyer Engine is the first FIX server designed to manage high volume, ultra-low latency trading networks and ECNs, easily scaling to thousands of connections. FIX Flyer hosts and partners with Equinix, the leading global provider of network-neutral data center and interconnection services. Visit [fixflyer.com](http://fixflyer.com) for company information and to request a free demonstration. Follow us on [twitter.com/fixflyer](https://twitter.com/fixflyer).

### **About Market Street Advisors**

Market Street Advisors is an outsourcer of middle and back-office administration for asset managers and platform sponsors. Market Street Advisors' stated corporate goal is to provide lower total cost and increased functionality for the middle and back office of the investment management industry. Working from a fully integrated, internet-based platform, Market Street Advisors' experienced team provides a wide range of services for institutional, private wealth and wrap investment managers including: tax lot accounting, portfolio management, pre and post-trade compliance, automated reconciliation, performance measurement and reporting, as well as integrated workflow and document management. For more information about Market Street Advisors, visit their web site at [www.marketstreetadvisors.com](http://www.marketstreetadvisors.com), contact Steve Pietrzak at 732 516-9499 x254, or send an e-mail to [info@marketstreetadvisors.com](mailto:info@marketstreetadvisors.com).

### **About Cookson Peirce**

Cookson Peirce is an all-cap equity money management firm with a focus on stock selection through quantitative analysis. They offer services to suit the needs of a variety of investors – large and small, private and institutional. They manage individually-tailored portfolios and the CooksonPeirce Core Equity Fund (Symbol: CPEQX) seeking high-performance stocks without regard to style (growth or value) or capitalization (large, mid, or small). Given Cookson's record of success adding Alpha to assets under

their management, the firm is positioned for significant growth. Any questions regarding the firm can be directed to the Business Development Officer, Chris Brown at [cmb@cooksonpeirce.com](mailto:cmb@cooksonpeirce.com) or by calling (412) 471-5320.

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