



Contact:
info@array-analytics.com
(804) 349-5769

NEWS RELEASE

Trueline® Tests Demonstrate 50% Lift to Investors ROI Increases Greatly Exceed Anticipated Benefit

Richmond, Va., November 23, 2010 – Array Analytics, LLC released high-level results today from the latest application of its Trueline software to online brokerage market data. Overall findings confirmed the underlying approach yet again and showed that even early versions of the system may have much greater benefits than anticipated.

“We’re extremely pleased to have generated such strong results on our largest and most diverse data set yet,” said Frank Lortscher, President of Array Analytics. “While our broker agreement prevents us from sharing too much detail about the process or the results, I can tell you that this test run involved tens of thousands of users and millions of transactions. I can tell you that we ran more than one test to confirm the results. And I can tell you that the estimated benefit was an average of a 50% increase in returns, with significant increases accruing to virtually all investors. Some customer segments saw increases greater than 100%, so they were literally off the charts we’ve been using to track our performance.

“Obviously the broker is as excited about these results as we are,” Lortscher continued. “What we knew was an opportunity to create at least \$30 billion each year in value for online investors now appears to be closer to \$100 billion. Perhaps just as important, however, is that we are continuing to learn about the adaptability of Trueline and how its core functionality can be of significant benefit regardless of an investor’s sophistication level. While different customer segments may call for different interfaces and marketing approaches, and while those changes can drive different specifications for data inputs and latency, the bottom line is that Trueline works up and down the investor spectrum. We’re looking forward to implementing our solution in 2011 and growing it to be the research tool of choice for all self-directed investors.”

* * *

About Array Analytics

Array Analytics is developing the industry’s most advanced social network platform for transactions – one that provides fully-facilitated participant collaboration. Based on a patented system and proprietary methodologies, Array’s Trueline solution provides investors with straightforward, objective analysis of both past and potential trading activity. While initially conceived as a tool to evaluate stock market trades and launched as a service that helps online brokers support self-directed investors in the U.S., Trueline continues to evolve to reach other industries as well as other countries. Array Analytics, LLC was incorporated in 2008 and is privately owned. For more information, visit www.array-analytics.com.

Trueline is a registered mark of Array Analytics, LLC.

###