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Press Announcement for Immediate Release

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Systems in the City Award Winners Announced

At a presentation in front of Stockbrokers, Fund Managers and Investment Banks at the Royal College of Surgeons in London, LBC 97.3's James Max announced this year's winners of the Systems in the City Awards. PR Guru Suzanne Brocks from Buchanan Communications presented the winners with their respective Awards.

A pre requisite for nominees was that products and services had to reach a high standard before entries to the Awards could be accepted. An independent panel of judges then determined the Award winners based on their performance during the past 12 months. The panel of judges included Alexandra Carn, Partner at Edwin Coe LLP, Graham Shuttlewood, Head of Relationship Management, Royal Bank of Scotland and Bernie Till, BMT Partnership, Director London Stock Exchange Retirement Plan Trustee Company.

Commenting on the Awards, Stephen Pinner, Managing Director of Goodacre said:
"The importance of these Awards has increased significantly over the past few years. System providers to City firms only seem to attract attention when things go wrong. Without them however, business would grind to a halt. All investment companies now are absolutely dependent on technology. The role that system providers play should not be underestimated and these Awards highlight companies and individuals exceptional performance during the past year."

The nominated firms for the Awards have put in a great deal of work to meet the requirements of a very demanding customer base. All nominees are to be congratulated in reaching the GoodAccredited standard. The Award winners themselves have done exceptionally well for the judges to recognise the outstanding performance of their products and services."

The winners were:

Company Awards

Best Corporate Action & Reference Data Provider	XSP
Best Data Feed Provider	Interactive Data
Best Data Innovation Award	SIX Telekurs
Best Information Display System	Interactive Data
Best Custody System	Cofunds Limited
Best Clearing Service	Penson Financial
Best Marketing Material	3i Infotech
Best Institutional Settlement System	GBST
Best New Development	peterevans
Best Retail Settlement System	JHC
Best Wealth Management System	TD Waterhouse Corporate Services
Best Website Development	MBA Systems
Most Cost Effective Solution	Pulse Software Systems
Most Effective Outsourcing Support	Pershing
SIMA Award for Best Newcomer	Babel Systems
Most Effective STP Solution	Broadridge Financial Solutions

Individual Awards

Sales Executive of the Year	Huw Thompson of TD Waterhouse Corporate Services
APCIMS Awards for Exceptional Customer Service	Bonnie O'Brien of Pershing
Best Newcomer	George Still of Thomson Reuters
CEO of the Year	Tom Carey, Broadridge Financial Solutions

Notes for Editors

The Awards

Explanation of Winners

Winner of the Award for Best Corporate Action & Reference Data Provider – XSP

The winner of this award is an industry leader in this space with over 60 live clients across 4 continents which exclusively specialises in global Corporate Actions processing. This firm's solution is comprehensive and widely deployed in the marketplace, with more than 30 global market data vendor interfaces supported as part of the base solution. Clients are supported in every market segment of the industry.

Winner of the Award for Best Data Feed Provider – Interactive Data

This winner provides a high-capacity, low-latency data feed that delivers comprehensive global, multi-asset class instrument coverage from more than 450 sources worldwide. The solution is used by financial institutions globally, providing speed, reliability, coverage, support and licensing flexibility. Additionally, the coverage is continuously expanding to meet the demands of changing global dynamics.

Winner of the Award for Best Data Innovation Award – SIX Telekurs

The winner of this award provides an outsourced solution for the collection and validation of funds values and data as close as possible to the valuation point of the underlying fund. Due to the success of this product, the service has recently been extended to cover Hedge Funds. The firm is looking to grow the service offered in conjunction with their increasing client base.

Winner of the Award for Best Information Display System – Interactive Data

The winner in this category provides solutions that are dynamic, robust and sophisticated and can be tailored to meet specific requirements of wealth managers, private banks, asset managers and retail advisors. Solutions are provided in various versions and languages and users can customise their view of the data supplied.

Winner of the Award for Best Custody System – Cofunds

The winning firm works with clients to provide and further develop and Institutional Service for pooled nominees which provides: straight through electronic processing for all trades; net contractual settlement; full custody; comprehensive, certain, consistent trail and trail Management Information; automated daily, weekly and monthly data feeds and online access to data.

Winner of the Award for Best Clearing Service – Penson Financial

The winner of this award is the provider of clearing services to firms globally, supporting Model A, Model B and custody services. The solution is multi-asset class, multi-market and multi-currency and is highly automated, fast and efficient. This solution is flexible to meet client preferences, user friendly and is continuously under development and enhancement in response to client feedback and market and regulatory changes.

Winner of the Award for Best Marketing Material – 3i Infotech

The award for **Best Marketing Material** goes to a company that has developed a suite of marketing material to cover the range of services provided to firms in the area of wealth management. Each of the 10 industry focused data sheets combine a mix of text and graphics to facilitate ease of understanding. This material is complimented by white papers, case studies and press releases throughout the year.

Winner of the Award for Best Institutional Settlement System – GBST

The winning solution provides clients with a future-proofed multi-asset and multi-market solution across all considerations. Developed using the latest technology to provide functionally-rich settlement solutions, this firm provides a flexible solution to clients globally.

Winner of the Award for Best New Development – peterevans

This award goes to a company that has achieved a market first in developing a white label solution supporting mobile share trading through an application. This solution powers the only real-time share trading and execution iPhone application in the UK. Launched in 2010, this solution is currently being developed to further extend functionalities.

Winner of the Award for Best Retail Settlement System - JHC

This firm has a complete integrated system supporting broker organisations of all sizes and types with a cost-effective, flexible and fully integrated Front Office to Back Office solution. Providing seamless straight-through processing and real time trading and settlement, this solution is continually evolving and has seen greater than 50% growth in functionality in the last two years.

Winner of the Award for Best Wealth Management System – TD Waterhouse Corporate Services

This firm provides a Wealth Management System which combines functionality, operational excellence and scalable solutions tailored to individual needs. Clients have instant access via the web solution, allowing them to manage portfolios with immediate visibility and reassurance. This system runs in 28 markets across the globe in 21 currencies.

Winner of the Award for Best Website Development – MBA Systems

The winning firm has developed a product designed to enable investment firms to provide the ultimate support to their IFAs through an internet based system. This allows an IFA's own clients to have direct online access to dynamic details of their portfolios, accounts and total assets.

Winner of the Award for Most Cost Effective Solution – Pulse Software Systems

This award winner strives to provide the best Solutions on the most cost effective basis whereby the pricing policy is structured in such a way to support all sizes of business on an equally fair business. There are no hidden costs and changes in market regulations do not result in levying exorbitant charges to the client to ensure solutions are compliant. Consequently, this firm has significant success in regularly gaining new business whilst securing very good long term partnerships with existing clients.

Winner of the Award for Most Effective Outsourcing Support – Pershing

This award goes to a firm that has continued to invest in technology throughout the financial crisis. Start-up private wealth firms' use this firms resources, expertise and established systems and procedures instead of making large up front investments of their own.

Winner of the SIMA Award for Best Newcomer – Babel Systems

This award goes to a firm formed to create a new generation of securities processing system for WRAP service companies, stockbrokers, hedge funds and other financial institutions, meeting the needs of the sophisticated investors of today and tomorrow.

Winner of the Award for Most Effective STP Solution – Broadridge Financial Solutions

The winning firm has a Solution that provides flexibility, for any asset classes with the highest possible match rates and exception prioritisation. The number of clients using this solution has increased extensively since 2005. Current developments include extending cash management for the control of intra-day liquidity and full BPO Reconciliation service.

Winner of the Award for Sales Executive of the Year – Huw Thompson of TD Waterhouse Corporate Services

Huw consistently delivers and is always polite, presentable and professional. Recent successes include fronting a successful bid for the discretionary business of an investment company with over £108bn AUM and growing the designated brokerage business, seeing assets, trades and accounts double in 6months.

Winner of the APCIMS Award for Exceptional Customer Service – Bonnie O'Brien of Pershing

The winner of this award has recently been promoted because of her exceptional performance with responsibility for a team of seven. She is described as always acting with the highest professionalism and often burning the midnight oil to ensure deadlines are achieved. Always willing to spend time to help and assist colleagues Bonnie has won an internal award for the commitment and dedication shown when working with specific clients.

Winner of the Award for Best Newcomer – George Still of Thomson Reuters

Since joining the firm in 2010, George has made a real difference as the newest member of the pre-sales and implementation teams. With his client-side back office experience, he has made a seamless transition from implementation to pre-sales and has quickly adapted to become an invaluable member of the team.

Winner of the CEO of the Year Award - Tom Carey of Broadridge Financial Solutions

Since July 2009 Tom has been President of international securities processing solutions and his career at Broadridge has spanned 18 years. Recent achievements since 2010 include signing multi-year agreements with Lloyds and Panmure Gordon, the acquisition of City Networks and a software agreement with Mitsui Knowledge Industry Company in Japan.

Goodacre UK

Goodacre UK is a leading specialist Management Consultancy, Training and Recruitment company operating within the Finance and Securities Industry sectors. The business was established in 1998 to meet the market requirements for practical and effective support, based on individuals with a firsthand experience of the financial market place.

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