

**FinAnalytica Selected as a Top Business to Watch in 2010 by
Dow Jones Financial News**

New York and London, 1st December 2009 – FinAnalytica, the leading provider of real world portfolio risk solutions for multi-manager funds, hedge funds and asset management firms, was recently included in Dow Jones Financial News' annual list of technology firms for the 21st century as "an innovative company to watch in 2010."

Accumulating the revenue figures, product announcements, client wins and geographical spread of leading technology firms, Financial News identified the top performing firms of 2009. Financial News has published its analysis on an annual basis for the past four years and can be viewed in full [here](#). The report highlighted FinAnalytica's innovative approach to risk awareness with particular reference to its "multi-currency, cross-asset system that offers returns-based and holdings-based solutions on a single platform".

Boryana Racheva-Iotova, President, FinAnalytica, commented, "With the release of Cognito Version 3.0 earlier this year, the gap between quantitative and marketing groups has been bridged, and we have responded to our customers' needs with integrated and flexible reporting. With new client wins this year, revenue and sales up by 33% and 210% respectively, 2010 will prove to be an exciting year for FinAnalytica".

One UK-based senior consultant said of Cognito, "It is one of the few products on the market that seeks to exploit the myth about extreme events occurring once every hundred years. Using sophisticated modelling, it is able to assess the likelihood of these so-called fat-tailed risk events happening in the short term. In doing so, it gives its clients a competitive advantage in managing their portfolio risk."

David Merrill, CEO, FinAnalytica, added, "FinAnalytica is delighted to be included in such a highly acclaimed industry analysis. To be recognised at this time illustrates not only the merits of FinAnalytica's solutions, but highlights today's environment of heightened risk awareness and the increased demand for state of the art solutions."

About FinAnalytica

FinAnalytica is a leading provider of real world portfolio and risk management solutions for quantitative analysts and portfolio managers. FinAnalytica's Cognito software suite incorporates the latest and most transparent advances in analytics, including comprehensive treatment of real world fat-tailed and skewed asset returns. FinAnalytica clients include leading fund of funds, hedge funds and asset management firms globally. For further information, please visit www.finanalytica.com.



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