



**FOR IMMEDIATE RELEASE**

**AFA EMBEDS CHARTING AND NEWS IN EMS**  
*Continued Build of Product Suite*

**(New York: June 26 2007)** - Advanced Financial Applications (AFA), a leading strategic vendor to financial organizations and provider of advanced technologies to buy and sell side firms today announced the introduction of charting and news capability on its IMPACT Pro™ platform. The firm has previously announced options, soft dollar, and IM capabilities earlier this year.

Embedding charting and news in AFA's trade execution management solution is a critical tool for AFA's institutional clients to improve trading efficiency and performance. Taken together with the other enhancements announced previously, the combined offering brings richness to the trade execution process while creating an efficient workflow through a single trading solution.

Specifically the offering announced today provides clients with:

- Colorful and immediately informative candlestick charts
- Real-time and historical market data for any symbol or index
- Symbol versus symbol or symbol versus index comparison
- Graphically displayed stock splits and other market calculations
- Symbol headline news stream with underlying article
- Dashboard text with summary.

Said Patrick D. Lynch, AFA's CEO: "AFA continues to enhance our technology solution to provide clients with value-added functionality that enhances their trade execution process. Our charting and news capability is the latest offering which builds to that end."

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### **About AFA**

Advanced Financial Applications, Inc. is a financial services technology company that provides a suite of Integrated Order Processing (IOP™) solutions to buy and sell-side institutions. AFA helps hedge funds, asset management firms, broker dealers and family offices grow their businesses by creating and delivering trading solutions to streamline the trade workflow, thus resulting in lower operating costs. For more information, visit AFA online at [www.afapp.com](http://www.afapp.com).