



FOR IMMEDIATE RELEASE

Pragma @Weeden Joins AFA Sponsored Broker Program

Will Provide DMA and Algorithmic Services via AFA'S IMPACT Pro™ Trading Platform

(New York: August 02, 2007) – Weeden & Co. and Pragma Financial Systems today announced that they are partnering with Advanced Financial Applications, Inc. (AFA) to offer direct market access and the Pragma@Weeden suite of algorithms to the institutional community. AFA is a leading strategic vendor to financial organizations and provider of advanced technologies to buy and sell side firms.

As part of AFA's Sponsored Broker Program, Weeden & Co. will now offer AFA's IMPACT Pro™ solution to its clients, who will be able to route orders through AFA's IMPACT Pro™ solution to the Pragma@Weeden suite of algorithms, as well as to all major liquidity sources, exchanges, ECNs and ATSS. In addition, the IMPACT Pro™ solution will provide Pragma@Weeden clients with both trade execution management and order management capabilities.

David Margulies, head of sales for Pragma@Weeden, said "Participating in AFA's Sponsored Broker Program allows us to provide our advanced algorithmic execution services together with DMA access via an easy-to-use and well-established application. We believe that there are very good synergies between Weeden & AFA. AFA customers will benefit from access to the Pragma@Weeden algorithmic suite, and Weeden customers will benefit from the broader functionality available via IMPACT Pro™."

Said Patrick D. Lynch, AFA's CEO: "AFA is committed to helping Weeden & Co. and its clients increase trade execution efficiencies in a cost-effective manner while at the same time streamlining their trade workflow. By combining IMPACT Pro™ with the Pragma@Weeden algorithmic suite, we can collectively offer clients a robust execution platform with order management capabilities."

For Further Information, contact:

David Margulies
Weeden & Co. L.P.
203-862-4564
dmargulies@weedenco.com

Terry Mulry
Advanced Financial Applications
201-891-1853

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.

About Pragma@Weeden

Pragma@Weeden is a strategic alliance between leading institutional broker Weeden & Company, and leading independent algorithmic trading software provider Pragma Financial Systems. Pragma@Weeden is a complete algorithmic trading solution for institutional traders. It combines Pragma TradeEngine®'s superior execution, extensive portfolio analytics, and full-featured interface with Weeden & Co.'s experience and solid technology infrastructure. The Pragma@Weeden partnership brings the power of sophisticated algorithmic trading to a wider range of users. www.weedenco.com