



FOR IMMEDIATE RELEASE

AFA Growth Necessitates Headquarters Move

(New York: July 2, 2007) - Advanced Financial Applications (AFA), a leading provider of advanced trade workflow solutions to buy and sell side firms today announced the relocation of its corporate headquarters to the heart of New York's financial district at the following address:

Advanced Financial Applications, Inc.
111 Broadway, Suite 405
New York, NY 10006
Tel. (212) 286 1245

The necessity for the firm to move reflects its growth expansion plans articulated for 2007.

Under the leadership of Patrick Lynch, AFA's CEO, the firm has evolved from a single product firm to a firm with a suite of products, which has resonated extremely well with clients. In a series of moves, AFA has incorporated options, news, charting, soft dollar and IM capability, representing a full suite of products, combining to streamline trade workflow with a seamless trade execution and order management offering.

Said Patrick D. Lynch, AFA's CEO: "As one of the last remaining independent trading platforms, AFA is able to be a strategic vendor to our clients, focused solely in helping to implement their business objectives. Our strategy is paying off. Our move to the heart of the financial district is a tangible commitment to the greater growth of our firm, and to serving both our clients and the industry for the future."

For Further Information, contact:
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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.