



>>: GUNNAllen FINANCIAL GOES LIVE WITH XTIVA

Another major Pershing client puts Xtiva into production.

NEW YORK – December 6th, 2007 -- Xtiva Financial Systems, a leading provider of enterprise solutions for the brokerage industry today announced that GunnAllen Financial of Tampa, Florida has gone live with Xtiva's sales compensation solution for GunnAllen's registered rep sales force throughout the U.S.

"At GunnAllen, we pride ourselves on our ability to provide the leading technology for our network of independent advisors. Partnering with Xtiva provides us with the sales compensation tools to ensure our reps are paid accurately and efficiently, every time," said Chris Frankel, Chief Operating Officer at GunnAllen Financial. "We selected Xtiva because of their knowledge and experience with brokerage-based compensation systems. We especially like the fact that they have a 100% out-sourced solution, enabling us to focus on our reps, not our compensation system."

"Our solution is a perfect fit for GunnAllen," said William Lieberman, Chief Executive Officer at Xtiva Financial Systems. "We have built the leading platform for sales compensation and reporting tools in the industry and have approximately 100 clients today, including some of Pershing's best known names like GunnAllen."

GunnAllen was able to reduce their costs of processing and reporting commissions by over 50%. "The other thing we really like is the fact that our reps can view their payout on a trade-by-trade basis, every day. We have never had the ability to provide that kind of visibility before Xtiva. We are in a very competitive market and rely on leading technology to stay ahead of the competition," said Frankel.

The Xtiva suite provides full support for commission and compensation planning, back-office operations and reporting. Key benefits of the Xtiva suite include:

- + Consolidation – clients gain command of all key business data in one accessible and extensible data mart;
- + Flexibility - Easy modeling of unlimited payout, fee, and bonus structures to support the evolving business needs of a brokerage firm;
- + Efficiency - Streamlined back-office processing and automation of processing for all types of data feeds
- + Business visibility - Enterprise production reporting, including management-level reporting, agent/rep, branch, account, products, etc.



X T I V A

About Xtiva Financial Systems

Xtiva Financial Systems is a leading provider of Software as a Service (SaaS) solutions for the brokerage industry. Founded in 1998 and based in New York City, Xtiva has developed state-of-the-art technologies that enable retail and institutional broker/ dealers to streamline operations, from sales compensation and production reporting to supervision of rep licensing and compliance issues. With over 90 clients and key industry alliances, Xtiva is the leading provider of sales compensation solutions to the brokerage industry.

Xtiva's clients include: AXA Advisors, H&R Block Financial Advisors, Mutual of Omaha Investor Services, New England Securities, Northern Trust, RBC Wealth Management, UBS, and Walnut Street Securities. For more information about Xtiva, visit www.xtiva.com.

About GunnAllen Financial

GunnAllen Financial is a full service brokerage firm which offers an array of financial services including equity and fixed income securities, mutual funds, fee-based programs, and institutional and investment banking services. GunnAllen Financial has established a national presence; the firm operates a network of approximately 800 Registered Representatives in 200 offices throughout the country, and it is registered to conduct securities business in all states and jurisdictions.

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