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AIM-TO To Lead Market Data Cost Savings and Cost Control Initiative

AIM-TO Selected Vendor at Bulge Bracket Bank

Jersey City , May 15, 2010 – AIM-TO, a leading provider of market data, telecom and expense management solutions to major banks, hedge funds and financial services firms announced today that it has been selected by a top-ranked bulge bracket bank to help manage its multi-million dollar market data spend worldwide. The project goal is to reduce costs, identify savings, and put in better controls to manage spending.

“During the last two years, many factors have converged to change the tools and approach to reducing market data costs in financial services organizations. Financial services firms are re-evaluating the traditional market data management software applications. Many of these solutions have reached the limits of their original architecture and can’t be easily adapted to stricter rules, internal policy requirements, and changing vendor and exchange billing models. This client along with other large firms realizes the benefits of independent analysis and outsourcing non-essential business practice,” says John T. Vaughan, President and Founder of AIM-TO.

“Financial industry firms must re-evaluate their vendor, exchange and entitlement management approaches. In many cases, vendor software that has been installed or home grown applications and are too costly and do not decrease headcount to manage this function. We can save them money and give them the power to improve productivity,” said Tim Vaughan, Vice president and General Manager of AIM-TO.

More than ever, companies need timely, in-depth market data cost insights if they are to remain competitive globally. But those insights can only come from better ways of accessing, organizing and interpreting market data information—in effect, from a “whole business” approach to market data analytics.

“The key to our success is we deliver measurable and sustainable financial benefits to our clients by developing and installing processes and programs to rapidly improve our client’s market data management operations integrity.”

For additional information on AIM-TO’s product and solutions, go to www.aim-to.com or call 201-377-3658.

About AIM-TO Corporation

Based in Jersey City, New Jersey, AIM-TO offers front, middle, and back-office solutions for Hedge Funds. AIM-TO’s also offers Hedge Fund clients it’s Market Data Management tools and HedgeSpend product which provides outsourced processing and reporting to enable a fund to reduce, control, and recover back-office costs associated with market data, telecom and other allocated expenses. Further information about AIM-TO can be found at www.aim-to.com.

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