



## **Electra Information Systems and Princeton Financial® Systems Enter into a Strategic Alliance**

**Princeton Financial® to provide Electra's ACTioN messaging and notification product to its growing customer base.**

July 22, 2009 – New York, NY - Electra Information Systems, a leading provider of reconciliation, trade automation and settlements solutions, today announced it has entered into a strategic alliance with Princeton Financial® Systems (PFS), a leading provider of investment accounting, investment compliance, data management, reporting, performance measurement and NAV reconciliation solutions for the global investment industry. Under the alliance, PFS will offer Electra's ACTioN platform to its PAM® clients to automate trade matching and the generation and transmission of securities trade notification messages. The PAM family of systems are leading international investment accounting systems that support the accounting needs of over 370 clients around the globe.

"We are delighted to extend our reseller agreement with Princeton Financial Systems," said Ian Danic, Managing Director for Electra. "PFS' commitment to providing their clients with best of breed solutions is what has driven our long relationship. As they enter new markets and product areas we are proud to remain their partner of choice to increase efficiency and manage risk."

Commenting on the alliance, James Russo, Chief Executive Officer at Princeton Financial Systems said: "Electra's solutions complement our offering. Together we optimize straight through processing for our worldwide PAM clients, including settlement. We are confident that this agreement will enhance our overall offering and service to our existing and future customers."

### **About Electra**

Electra Information Systems, Inc. is an industry innovator in providing solutions for Data Aggregation, Reconciliation and Settlements. Electra brings unparalleled expertise in delivering highly effective, easily implemented solutions that are used by 40% of the top 25 investment management organizations and has become a market leader in providing reconciliation, trade automation and settlements solutions. Electra processes detailed information on over 1.5 trillion dollars (US\$) in cash and securities holdings daily. Electra customers cover the breadth of the financial services industry, including Investment Managers, Hedge Funds, Insurance



Companies, Custodial Institutions, and Banks. Founded in 1998, Electra is headquartered in New York City. For more information about Electra's products and services, visit [www.electrainfo.com](http://www.electrainfo.com).

## About Princeton Financial® Systems

Princeton Financial® Systems (PFS), a State Street company, is a leading provider of investment accounting, investment compliance, data management, performance measurement and reporting solutions to the global investment industry. Our solutions are used worldwide by over 430 leading investment managers, custodians, insurance companies, pension funds, hedge funds, and banks, which manage combined total assets of over \$5 trillion in more than 40 countries. More than \$3 trillion AUM worldwide are monitored with PFS award-winning investment compliance solution MIG21® powered by its LawCards® suite of rule libraries for global compliance.

PFS, headquartered in Princeton (NJ), has offices located throughout the United States, Canada, Australia, and Singapore as well as in United Kingdom, the Netherlands, Luxembourg, France, Germany, and Switzerland. For more information, visit Princeton Financial Systems' website at [www.pfs.com](http://www.pfs.com) or [www.pfs.aquin.com](http://www.pfs.aquin.com).

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