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Jordan & Jordan's ECS Adds Solution for Short Sale Monitoring

New York, NY – February 28, 2011 – Jordan & Jordan's Execution Analytics and Compliance Solution ("ECS") responds to client needs and offers a solution for Short Sale monitoring. Broker dealer compliance with the new amendments to the SEC's Short Sale rule is required by February 28, 2011. Jordan & Jordan has developed the tools necessary to provide clients the ability to monitor and demonstrate their compliance.

Michael O'Connor, Director of Jordan & Jordan's compliance initiative and Product Manager of ECS said, "The requirements under 201(c) are very specific and the exemptions noted in 201 (d) have added a significant level of complexity to a broker dealer's compliance obligations. Using ECS's Short Sale module, our clients are able to monitor the effectiveness of the policies and procedures they have implemented to prevent placement or execution of an order that does not comply with the short sale restriction. Equally important, ECS provides detailed records to demonstrate a firm's commitment to ongoing surveillance."

The Short Sale monitoring module will provide an in-depth look at each Short Sale and review the state of the circuit breaker at the time for the stock in question. Short Sales not marked exempt will be flagged if the breaker is engaged. Short Sale Exempt records specifying the Broker-Dealer Provision or no exemption reason will be subjected to the price test if the breaker is engaged, and flagged if they do not exceed the National Best Bid at the time with a temporal tolerance factor. All flagged records will trigger an alert. From a high-altitude view of a firm's trading activity to a ground-level breakdown of executions and market quotes, ECS's Short Sale module offers the transparency needed to be proactive, compliant, and competitive.

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About Jordan & Jordan

Jordan & Jordan (J&J) are securities industry domain experts focused on the information, processes and technologies applied to this marketplace. Continually keeping pace with market practice and regulatory change, we provide business, regulatory and technical solutions to meet the challenges faced by our customers in an increasingly competitive market. Additionally, J&J manages the program office for the Financial Information Forum, FIX Protocol Limited and RIXML. Jordan & Jordan has offices in New York, Chicago and London. For additional information please visit: <http://www.jandj.com>.