

PRESS RELEASE

SECURITIES AMERICA JOINS UPTICK DATA TECHNOLOGIES' BD CONNECT PROGRAM

San Francisco, February 15, 2005 — UpTick Data Technologies today announced an agreement with Securities America, Inc. to make its FundXtra mutual fund research platform available to all Securities America reps. UpTick is a leader in automating the process of creating commentary programmatically for the financial services industry using its proprietary “rules based text generation” technology.

FundXtra.com is a web based research platform that provides direct access to UpTick's suite of FundXtra mutual fund reports. Utilizing data from Thomson Financial, UpTick has created a suite of reports targeting professional advisors. Through its BD Connect program, UpTick partners with leading independent broker dealers to provide discounted access to affiliated advisors.

“In the past, our reports have been available through major clearing firm platforms,” said Tom Elliott UpTick founding partner. “With our BD Connect program and FundXtra we are now able to offer a more robust set of reports that advisors can access directly. Providing a discounted program through a major independent broker dealer such as Securities America is a win-win for all involved,” Elliott explained.

“We are delighted to be able to provide our reps with the FundXtra service at such an economical price,” said Scott Cross, CFA, Director of Investment Information Services at Securities America. “We are always looking for ways to enhance the services we can offer to our reps.”

About UpTick Data Technologies

UpTick Data Technologies automates the process of creating commentary on investment products and financial markets through the use of proprietary “rules based text generation” technology. UpTick combines this patented technology with report building skills to create customized, value added financial communication products. Incorporating data from leading financial information vendors including Morningstar, Thomson Financial and Reuters/Lipper, together with client data, UpTick's commentary and reports are used by leading advisors, broker/dealers, investment managers and information vendors to more easily and effectively communicate with their clients. For more information or to download sample commentary and reports, please visit www.uptickdata.com.

About Securities America, Inc.

Based in Omaha, Nebraska, Securities America, Inc. (member NASD/SPIC) is the nation's 6th largest Independent Broker Dealer based on total revenues in 2003 according to Financial Planning Magazine. Over 1,600 financial professionals nationwide with over \$28 billion in client assets under their supervision have affiliated with Securities America. Securities America Advisors, Inc. is an SEC Registered Investment Advisory firm with over \$5 billion in assets under management and administration that offers investment management, financial advice and financial planning through financial advisors. Securities America's mission is to foster the success of financial professionals so they can provide quality, objective financial advice and services to their clients.

Contact Information

Mike Iapalucci
UpTick Data Technologies
301.986.8090

Aaron Spahr
Securities America
800.747.6111