

# PRESS RELEASE

## UPTICK DATA TECHNOLOGIES PARTNERS WITH CRAIN COMMUNICATIONS

**San Francisco, April 28, 2005** — UpTick Data Technologies, a leader in automated text generation and financial communication services announced today an agreement with Crain Communications, Inc. publisher of InvestmentNews and Pensions & Investments to provide mutual fund reports to subscribers of the InvestmentNews and Pension & Investments web sites.

The agreement allows subscribers to access the Investment Tools section of both sites and download UpTick's Monthly Mutual Fund Commentary Report as well as its suite of Investment Objective and Municipal Bond Category reports (67 different reports in all) updated monthly. In addition, subscribers can click through to UpTick's FundXtra site to sign up for a 30 day free trial of UpTick's mutual fund research service.

To access these sites, click on <http://www.pionline.com/page.cms?pageId=349> or <http://www.investmentnews.com/page.cms?pageId=98>.

### **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](http://www.uptickdata.com).

### **About Crain Communications, Inc.**

Crain Communications is primarily a publishing company providing vital news and information to industry leaders and consumers with 30 titles. Each newspaper, magazine and news Web site has become required reading and an authoritative source in its own sector of business, trade and consumer market.

InvestmentNews is the one financial services publication that covers the entire financial services industry, providing investment advisers and other financial professionals with a view of the market unavailable in any other publication. Founded in 1973, Pensions & Investments is the preeminent international financial newspaper for institutional investing and fund management. Every two weeks, it reports on news developments that affect the investments and investment strategies of pension funds, endowments, foundations, mutual funds, insurance companies, investment advisers, trust departments and trust companies.

### **Contact Information**

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