



FOR IMMEDIATE RELEASE

Imagine Software Partners with XTF to Deliver Advanced ETF Data and Analytics

NEW YORK – January 29, 2015 – Imagine Software, a leading provider of real-time portfolio and risk management solutions for the global financial services industry, today announced that it has partnered with XTF Inc. to provide clients with advanced data for exchange traded funds and the ability to conduct integrated analytics on portfolio positions and derivatives.

"Our partnership with XTF gives brokerage firms, investment banks, hedge funds and investment managers the seamless ability to view risk in a truly comprehensive way using XTF's ETF data and Imagine's risk analytics," said Brendan Quinn, Director of Sales for Imagine Software.

XTF is the first global, independent provider of ETF Ratings, and the firm has designed the most comprehensive and meticulously maintained ETF and index database in the industry. Melvin S. Herman, CEO of XTF said, "We are delighted to extend our world-class product and services to the clients of Imagine Software. Our analytics and tools are specifically designed to leverage the inherent advantages of ETFs. We provide easy- to-understand ways to evaluate and compare ETFs across asset classes, issuers, index providers, exchanges and currencies, regardless of where they trade or in what currency they are denominated."

XTF provides separate liquidity and tracking error metrics appropriate for institutional investors, allowing for quick relative comparisons among ETFs within the same asset class. The back-tested results provide statistical accuracy, timeliness and low degradation of results over time. XTF's extensive data dictionary includes every ETF listed in the U.S. and underlying indices, covering implicit and explicit costs, liquidity, tracking error, performance, fund flows, correlations, legal structure and much more.

"The Imagine and XTF partnership delivers valuable data and insights for clients seeking to maximize returns, minimize risk, deliver transparency and fully maximize portfolio transactions," said Brendan Quinn.

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About Imagine Software

Imagine Software, founded in 1993, provides real-time portfolio, risk management, and regulatory solutions for the world's leading [brokerage firms, investment banks, hedge funds, and funds of funds](#) in more than twenty-five countries throughout the Americas, Europe and Asia-Pacific regions. Imagine provides institutional-grade functionality and broad cross-asset instrument support for businesses of all sizes and complexity. Imagine was the first to launch a cloud-based portfolio and risk management system in 2000 to make it easy for clients to access, customize, and use the firm's extensive analytics and products.

Headquartered in New York City, Imagine has offices in Hong Kong, London, and Sydney. For more information, visit www.imaginesoftware.com or contact Imagine Software at 212-317-7600, and follow us on [Twitter](#) and [LinkedIn](#).

For further information and media inquiries, please contact:

Debra Douglas
Director of Marketing
Imagine Software
debrad@imaginesoftware.com
646-827-4442

About XTF

XTF is a leading provider of ETF ratings, proprietary ETF analytic data and research tools, as well as white-labeled ETF centers, screeners and factsheets. Clients include the leading broker dealers, investment advisory firms, trade execution platforms, hedge funds, ETF sponsors, portfolio managers, RIA retail investors, and financial websites.

XTF has developed the most comprehensive, meticulously maintained ETF and Index database. Our proprietary analytics and tools are designed specifically to leverage the inherent advantages of ETF investments and provide clarity for actionable decision-making. XTF has also developed unique thematic investing methodologies that cover over 6,000 indices in every asset class, sector and industry in over thirty countries. We track the performance and flow of funds globally related to the underlying constituents of all U.S.-listed ETFs. XTF is located in New York City.

For further information contact:

Mel Herman
President & CEO
XTF Inc.
mherman@xtf.com
646-218-8601