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Hilliard Lyons Capital Management, LLC (HLCM) Chooses First Rate as Performance Provider

Relationship to enhance services currently provided by HLCM to its clients

Arlington, Texas (September 2, 2008) - First Rate, a provider of investment analysis and performance measurement software and services, announced today that it has signed an agreement with Hilliard Lyons Capital Management, LLC. HLCM is an investment firm specializing in institutional asset management for clients such as foundations and endowments, corporate pension and profit sharing funds, Taft Hartley and public funds. First Rate will assist HLCM by enhancing reporting capabilities and increasing reporting efficiency.

“This partnership allows us to better serve our customers by getting investment results to them faster,” said Angie Purcell, Director of Marketing and Administration of HLCM. ”

Before HLCM began using First Rate they were utilizing two systems to track asset transactions, calculate rates of return and create client reporting. First Rate has made that process easier for HLCM by combining everything into one system, saving time and broadening capabilities for client reporting. Now, by utilizing First Rate solutions, analysts at HLCM have peace of mind that their investment results are accurate. HLCM was able to reduce the time spent on return analysis and client report creation by 75%.

Flexibility in First Rate Advisor, First Rate’s reporting tool, allowed a cumbersome report creation process to become much more efficient. Today, investment analysts can get market commentaries, client reports and return analysis all out of one system. The First Rate solution also gave HLCM increased reporting options including attribution and risk analysis reporting. With the time and energy saved, employees were able to spend more time building sustaining relationships with their clients.

“We constantly look for ways to create and add value for our clients,” said Christian Jaeger, First Rate Sales. “First Rate enhanced HLCM’s performance reporting capabilities and assisted them to explain their investment story in a more concise way.”

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About First Rate

First Rate develops investment analysis and performance measurement software, and in addition provides support for back office processing, application hosting, disaster recovery, and consulting services. The First Rate Performance suite of applications provides complete portfolio tracking and reporting solutions specific to the investment professional’s needs. First Rate’s performance

measurement tools assist investment managers in communicating the value of their investment strategies. Starting in 1991, First Rate, a Texas based company, offered one of the first performance measurement systems available in a Web-based environment and is used by more than 190 financial institutions and serves more than 10,000 investment professionals. For more information about First Rate, visit www.FirstRate.com

About Hilliard Lyons Capital Management, LLC

Hilliard Lyons Capital Management, LLC (HLCM) is an investment firm specializing in institutional asset management for clients such as foundations and endowments, corporate pension and profit sharing funds, Taft Hartley and public funds. HLCM currently advises on approximately \$950 million and manages approximately \$300 million through mandates including: Large Cap Equity, Large Cap Quality Growth and Mid Cap Core styles.

Formally established as a registered investment advisor in 2007, HLCM is an affiliate of J.J.B. Hilliard, W.L. Lyons, LLC, a regional financial services firm founded in 1854 and Hilliard Lyons Trust Company, LLC. All are headquartered in Louisville, Kentucky. HLCM and its affiliates are divisions of HL Financial Services, LLC which is owned by Hilliard Lyons employees, a limited number of outside investors, and financial partner, Houchens Industries LLC, one of America's largest 100% employee owned companies. For additional information about HLCM visit www.hlcapitalmanagement.com