



**FOR IMMEDIATE RELEASE**

**FIRST RATE APPOINTS GUY PATTERSON AS DIRECTOR OF SALES**

**Arlington, TX** – March 25, 2009 – First Rate<sup>®</sup>, a leading provider of performance measurement software for the financial services industry, today announced that it has named Guy Patterson as Director of Sales.

Prior to his arrival at First Rate, Mr. Patterson spent the past twenty years managing sales and operations in the healthcare and financial services industries. His career in performance measurement began in 1998 with Investment Scorecard and has included managing corporate sales, account management, operations and managing back-office accounting and custodial partnerships. Mr. Patterson earned a Bachelor's Degree in Marketing and a Masters Degree in Business Administration with a concentration in Finance from Mississippi State University.

"First Rate has an exciting opportunity to maintain the rapid growth it has enjoyed in the past several years by continuing to assist clients with the challenges they face in delivering performance reporting," said Mr. Patterson. "I am excited to join the senior management team and serve the needs of First Rate's clients while attaining its corporate goals."

Mr. Patterson is responsible for all sales activity for existing clients and new sales. He will be working with the First Rate sales team to identify new opportunities for First Rate's performance applications.

**About First Rate**

First Rate<sup>®</sup> provides investment performance measurement and analysis solutions to the wealth management industry. The First Rate Performance Solution is a truly scalable, Web-based suite of applications that allows investment firms to calculate accurate rates of return, efficiently analyze the results of their investment strategy and generate dynamic, boardroom-quality presentations for their clients. As a trusted advisor, First Rate provides its customers with a level of focus, depth and expertise that is truly unique to the industry. Founded in 1991, the Texas based firm is now the preferred performance measurement partner for more than a third of the top U.S. trust institutions. For more information about First Rate, visit [www.FirstRate.com](http://www.FirstRate.com).

Editorial Contact:  
Teyren Brown  
First Rate  
[tbrown@firstrate.com](mailto:tbrown@firstrate.com)  
817.525.1883

###