



**FOR IMMEDIATE RELEASE**

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**Advanced Equities Financial Corporation Selects Pinion Software for Security and Cost Savings**

*Financial Services firm moves from paper to digital process by leveraging Pinion's secure, serialized watermarking solution*

**Austin, TX – September 25, 2006** -- Pinion Software, Inc., the leading provider of Technical Rights Management™ (TRM) solutions, today announced Advanced Equities Financial Corporation (Chicago, IL) has chosen Pinion Desktop Packager - Watermark Edition for in-use security of the company's highly sensitive investment information. Advanced Equities offers investment management, securities brokerage, and venture capital investment banking services through its many subsidiaries.

Advanced Equities distributes large volumes of financial information to targeted, highly qualified individuals through its Private Client Services Group and brokers. The implementation of Pinion Desktop Packager - Watermark Edition will enable the company to safeguard and maintain continuous control over who sees their investment data. By migrating toward a secure digital delivery system, Advanced Equities will also dramatically reduce paper-based processes and costly delivery services.

"To lead in the fast-paced finance business, we are expediting information delivery to our clientele with an unparalleled level of security," states Adam Antoniades, President of Advanced Equities Financial Corp. "Pinion Software's technology has sophisticated levels of data protection that include tracking and auditing the use of our financial data."

"Based on the sensitive nature of Advanced Equities' information products, there was a critical need to maintain confidentiality, authenticate recipients, retire information on a specific data, and to track and audit usage," said Darryl Worsham, Pinion Software President. "Pinion Desktop Packager - Watermark Edition enables the highest level of "in-use" security, and introduces our new serialized watermarking technology, allowing for quick and cost effective server-less deployment.

**Pinion Software Launches Innovative Serialized Watermark Technology**

Pinion Software has developed a unique "serialized watermarking" feature that personalizes each document to the specific recipient using their email address. A content owner can apply permissions to PDF files and restrict what recipients may do with them. This new technology also enables authentication, which requires the recipient email to match distribution list. Serialized watermarking greatly enhances Advanced Equities ability to audit and track the files they need to distribute to customers and potential clients.

Pinion Desktop Packager's continuous, "in-use" data security includes encryption for in-transit protection and prevents any changes to a document. Content owners can block or enable printing and shred a file after a specific date in the future or a defined length of use (hours and / or minutes). The software can also prevent the use of cut, copy and paste, and screen-capture tools.

This Windows-based software program can be launched from a PC desktop or within Outlook or Lotus Notes email clients. With a server-less implementation, Pinion Desktop Packager – Watermark Edition easily integrates with an organization's normal workflow.

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**About Advanced Equities Financial Corp.**

Advanced Equities Financial Corp. is a leading provider of investment management, securities brokerage and venture capital investment banking services through its subsidiaries: Advanced Equities, Inc., First Allied Securities, Inc., FFP Securities, Inc. and Greenbook Financial Services, Inc. Combined, AEFC's business units represent one of the nation's top independent retail brokerage operations with over 900 financial consultants administering over \$20 billion in client assets. Advanced Equities' financial consultants are some of the industry's most productive and have access to an array of products, services and in-house expertise few firms can rival. Advanced Equities, Inc. has distinguished itself as an industry leader in providing late-stage private equity financing to emerging technology companies backed by the world's premier venture capital firms.

**About Pinion Software, Inc.**

Pinion Software is the leading provider of Technical Rights Management solutions that deliver unparalleled file-security and in-use protection of engineering data. Users of CAD, technical, training, and business applications can create and share files in their native application format while retaining continuous control over how the information is used. Pinion Software protects information both inside and outside the corporate firewall - whether shared by email, CD, corporate intranet, business portals, or document management systems. Founded in 1998, this privately held company is based in Austin, Texas. For more information, visit our website at [www.pinionsoftware.com](http://www.pinionsoftware.com).

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