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**APPCROWN APPOINTS SCOTT SALZBERG DIRECTOR OF SECURITY**

NEW YORK, NY – September 27, 2010 -- AppCrown, LLC – a leading provider of technology integration to automate and streamline financial advisers and broker/dealers’ internal processes and enmesh them with third-party financial software applications – announced today the appointment of Scott Salzberg to the newly created position of Director of Security.

In this strategic new position, Mr. Salzberg will ensure the safety and privacy of customer information, the company's assets and products, and proactively implement and oversee corporate procedures that meet the rigorous needs of data safeguard in the current challenging environment.

Ted Tsung, AppCrown’s Founder and Chief Executive Officer, stated, “Scott’s presence will provide an added impetus to our constant efforts to enhance security across AppCrown’s operations. As a leading provider of integration technology, protection of clients’ data is our number one priority. Our decision to put in place a director of security unquestionably underscores our firm’s commitment to implement top security measures that guarantee the integrity and confidentiality of shared data.”

“Financial advisers’ businesses are increasingly conducted on a collaborative level, made possible by internet-based technology. In this unregulated environment, the ability to guarantee the integrity and confidentiality of shared data is of paramount importance,” Mr. Tsung added. “Security not only ensures business continuity, resilience, compliance and customer security. It also add value to our corporate reputation and credibility, as well as enhances partner and customer confidence.”

Mr. Salzberg, 44, is a former member of the New York Police Department who left active duty with the rank of detective. During his twenty-year tenure as an investigator, he closely cooperated with the Federal Bureau of Investigation (FBI), the Drug Enforcement Administration (DEA), and the Alcohol, Tobacco, Firearms and Explosives (ATF) bureau.

Upbeat about his appointment, Mr. Salzberg commented, “I’m delighted to join such a dynamic and astute technology firm. I look forward to leveraging my extensive security background to develop, implement and enforce top security measures that will enable AppCrown to ensure business continuity, strict adherence to compliance regulations and customer security.”

Mr. Salzberg was the recipient of the NYPD Medal for Valor and Manhattan South Narcotics Police Officer of the Year. He was also awarded the Patrolmen’s Benevolent Association’s Police Officer of the Month. He is an active member of the Honor Legion of the New York City Police Department.

Established in 2006, AppCrown, LLC is a Salesforce-based leading technology integration provider that delivers the most comprehensive and innovative integration and practice management solutions that enable financial advisers and broker/dealers to automate and streamline internal processes and enmesh them with third-party financial software applications. More information is available at [www.appcrown.com](http://www.appcrown.com)

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