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APPCROWN LAUNCHES NEW CAPABILITY ENHANCEMENT
ON ITS INTEGRATION PLATFORM

New Offering Enables Advisers To Display Client Positions and News on a Single Dashboard

**NEW CAPABILITY TO BE OFFICIALLY UNVEILED AT THE GEMINI & ORION FORUM
SEPTEMBER 15-17 IN ORLANDO, FL**

NEW YORK, NY – August 20, 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 addition to its platform of *Quick Start,* an advanced client dashboard capability.

Quick Start will enable financial advisers for the first time to have real-time access to every client information and data at the click of a mouse. The new capability will make it possible for users to display on a single dashboard any type of client information traditionally residing on commonly used financial software applications, such as *Orion Reports, MoneyGuidePro,* and *eMoneyAdvisor.* Advisers will also have the ability to view on the dashboard real-time market news, quotes and analysis from major online services like Bloomberg and Reuters.

"Quick Start is a natural addition to the suite of advisor and broker/dealer-centric capabilities that resides on our firm's open architecture platform," stated Ted Tsung, AppCrown's Founder & CEO. "It was conceived to empower advisers with a unique practice management tool that enables them to save time and money, achieve superior efficiency, enhance their level of client service and, ultimately, focus their attention and resources on growing their business."

"Quick Start revolutionizes the advisor client interaction, as it is the first technology that allows advisers to concurrently have on a single dashboard a comprehensive snapshot of a client's portfolio -- by account name, type, number, holding or asset class -- and access to real time news and quotes to address in real-time clients questions and issues."

Quick Start will be officially unveiled at the September 15-17 Gemini & Orion Forum in Orlando, Florida.

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

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