

U.S. Forensic Accounting and Executive Behavior Equities Research Firm Launches European Sales

November 17, 2009 (Scottsdale, Ariz. (USA)) -- Gradient Analytics, one of the foremost independent equities research houses in the U.S., announced the launch of its U.K.-based European sales operation, which will be led by Manuele Cogni.

Gradient has more than a decade of experience delivering quantitative models and qualitative research reports to mutual and hedge funds in North America. The launch of Gradient's European sales office in the heart of London's West End follows Gradient's recent release of its quantitative International Earnings Quality Model (EQM-I) in September, and the initiation of forensic accounting coverage of non-U.S. equities in January 2009.

We are very excited to add Manny to our team of experienced professionals. We look forward to providing the high-quality, forensic accounting-based qualitative and quantitative products for which we are known in the U.S. to investment professionals throughout Europe. Gradient's London office demonstrates our commitment to providing our unique services worldwide, complementing our recent expansion of coverage of non-U.S. equities.

Tom Barrett, CFA
EVP, Global Strategy and Products

Cogni, a seasoned equities sales manager with experience in London and Milan, has been appointed as Gradient's sales manager for the U.K. and Western Europe. Cogni has a successful record of developing new business relationships and managing client relationships for several well-known financial institutions and has substantial experience in providing institutional clients with a broad range of financial products.

Cogni has spent considerable time over the past three months in the U.S. with Gradient's analyst team and senior management, developing a working knowledge of the unique accounting and proprietary executive behavioural signals leveraged in Gradient's market-leading research. He also has joined the firm's analyst and client relationship team on road-show visits with North American clients.

Gradient is one of a small number of Independent Research Providers that provides in-depth analytical coverage of and quantitative modeling for equities in the U.S., Europe, Asia and Latin America. For more information about Gradient Analytics and its suite of equities research products aimed at the U.K. and European markets, please contact Manuele Cogni at +44 207 396 5599 and mcogni@gradientanalytics.com.