



Verus Introduces Asian Insider Data to Product Suite

Scottsdale, AZ, April 1, 2013 - The Asian Insider Data (AID), offered in partnership with 2iQ Research of Frankfurt, Germany, is Verus' latest addition to its suite of products dedicated to the firm's market-leading analysis of executive behavior.

As they did with the European Insider data set, our partners at 2iQ have done a remarkable job of collecting and compiling this history of Asian insider transactions. Our initial financial engineering tests of the predictive power of the data are very promising, and we are confident that investors in Asian equities will find significant value in the AID, both in terms of idea generation and risk management.

--Tom Barrett, Chief Investment Strategist

The AID is the result of a rigorous collection and data-cleansing process, which covers a consolidated and standardized history of approximately 159,000 transactions for more than 2,375 stocks across 12 Asia-Pacific countries. The pan-Asian data is collected in near real-time across a spectrum of languages and reporting formats, smoothed for data limitations and source anomalies, and tagged for the types of trading activities and trading instruments involved.

Initial statistical modeling of the data yields excess 12-month return spread potential of over 2,500 basis points. Whether used quantitatively or qualitatively, the AID allows institutional investors to efficiently gauge and analyze insider sentiment at the company, sector, or country level.

The AID can be delivered in a variety of formats to suit the unique needs of each customer:

- Email notification daily, weekly, or monthly highlighting noteworthy transactions across a watch list, country, sector, or broad index, or based on other user-defined requirements.
- Raw data delivered via FTP for use in modeling and other quantitative applications.

In addition to proprietary, alpha-generating quantitative and qualitative products under its own brand (Equity Incentive Model v1.1, Equity Incentive Analytics), Verus has developed and maintains the Insider Trading Model for U.S. markets in partnership with Thomson Reuters and the European Insider Trading Model based on the 2iQ European data set.

For additional information about our Asian Insider Data offering and other Verus products, visit <http://www.verusanalytics.com/product>, email products@verusanalytics.com, or call Daniel McAuley, at 480.302.4347.