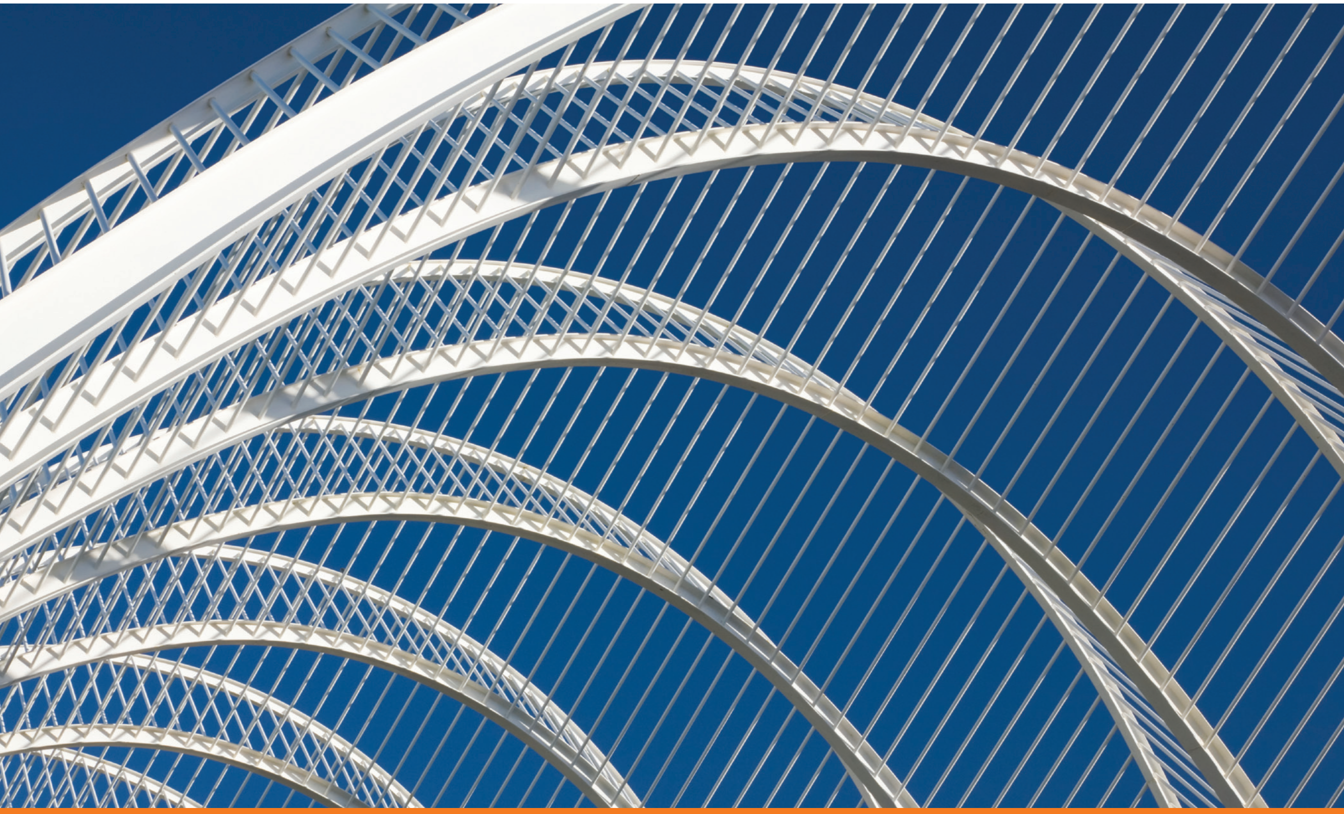
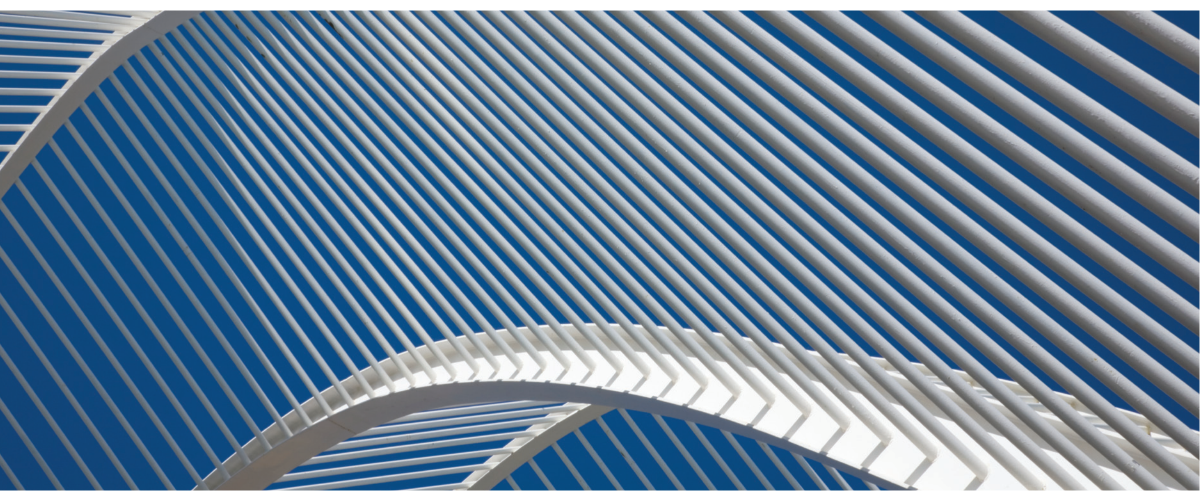
THE COMPLETE TECHNOLOGY SOLUTION TO MANAGE YOUR EVOLVING BUSINESS NEEDS



Today's fiercely competitive environment requires a powerful source of tools and information to increase productivity and performance. At the core of Pershing's professional access solutions, NetX360™ offers one complete technology solution to efficiently manage your entire business, whether it is commission or fee. This revolutionary, online platform enables you to access account information, place orders and get the latest tools, quotes, news and research to allow you to perform at your best.

Efficiency is the driving force behind NetX360. From sales to transaction processing, and from trading to managing compliance risks, NetX360 will simplify your daily tasks, enabling you to save time, reduce errors and accomplish more. Take advantage of the many benefits of NetX360 to help you grow your business and reduce expenses, increase efficiency and productivity, enhance compliance oversight and access industry-leading solution providers to accelerate your performance. NetX360 is a robust, flexible solution that is continually enhanced and expanded to keep pace with your evolving business needs.



Manage Client Relationships and Grow Your Business

Designed to help you effectively manage your clients' accounts, deliver first-rate service and develop new sales and revenue opportunities, NetX360 provides you with optimal tools, features and content that are virtually unsurpassed in the industry.

> Easily buy or sell equity products; buy, redeem or exchange mutual funds; and buy, sell or close options.

> Manage your fixed income business with BondCentral®, an interactive, online fixed income trading platform. Access a real-time inventory of fixed income products offered by more than 90 dealers throughout the United States. Place online buy/sell orders and bid/offer wanted requests, utilize the bond calculator and search for new bond issues.

> Purchase fixed and variable annuities through Subscribe®, Pershing's powerful annuity platform.

> Access Report Center to view, print and save more than 1,200 daily and monthly reports.

> Use eAnalytics—a data-mining tool that enables you to access client account information directly from NetX360 to generate customized reports based on specific client account information, such as balances, holdings and trade activity. This data can be exported for further analysis.

> Benefit from a variety of retirement planning tools, such as distribution calculators, a retirement savings planning tool and the Latest News Center, which provide current information about retirement plans designed to help you assess your clients' retirement needs. Through Retirement Center, you can use these tools to compare the different types of individual retirement accounts (IRAs) or to help determine which type of IRA will provide the greatest financial benefits for your clients.

> Order marketing materials, stay abreast of product updates and communications, participate in online training and register for Pershing-hosted events via Resources, a single source for business building, knowledge and efficiency information.

> Home office associates can simplify compensation management with comprehensive tools to help determine optimum payout structures, conduct peer-to-peer rankings and evaluate revenue on a daily, monthly and yearly basis.

Increase Efficiency

Improve the speed of completing operational tasks by leveraging the efficiency-related features integrated throughout NetX360.

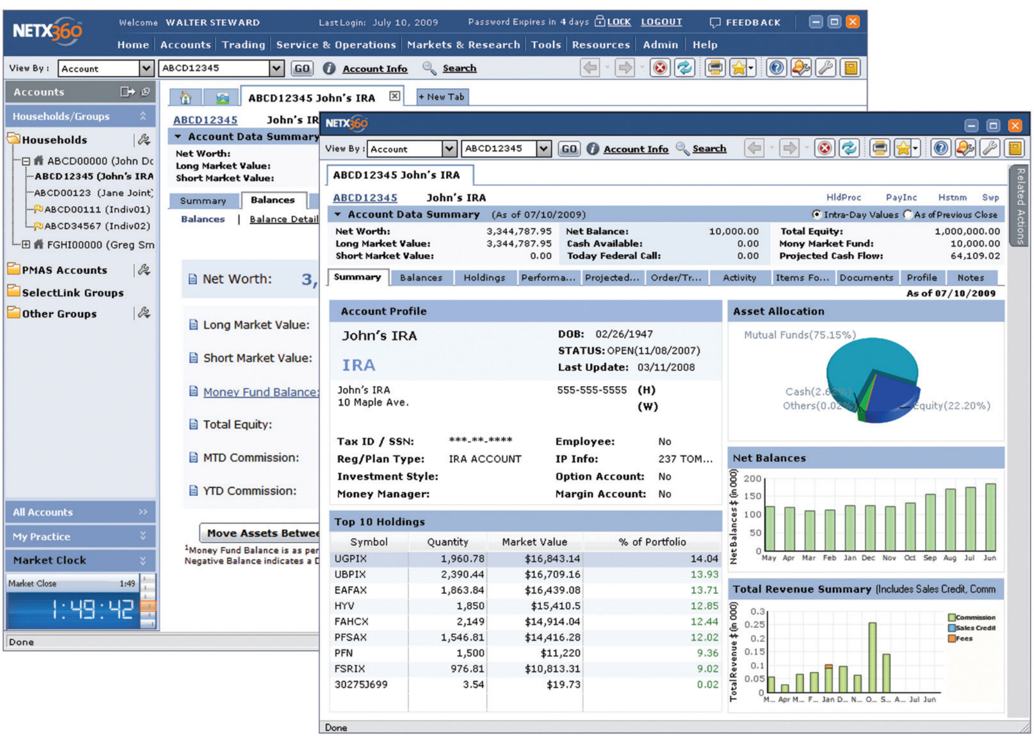
> Use tabs to access multiple screens simultaneously, enabling you to act on information without toggling between screens.

> Multi-task easily with launchable windows.

> Maximize your viewing area with dual monitor configuration capability.

> Initiate new accounts, account transfers, trades and asset movements online, and receive real-time alerts to keep clients informed.

> Access Account Services, an easy-to-use tool that enables you to open new accounts, as well as update and maintain existing account information. Incomplete account applications can be saved for up to 29 days.



> Leverage paperless account opening by electronically delivering new account documents to your clients via a secure website.

> Access sophisticated document management tools to capture, store, route and retrieve financial documents. Manage electronic workflow, shorten retrieval times and facilitate business continuity and disaster recovery planning.

> Eliminate the tedious task of managing your clients' communciations with e-Document Suite™. Access electronic copies of your clients' brokerage account statements, trade confirmations, tax statements, Quarterly Performance Reports and Year-End Account Reports, and other investor-targeted communications, such as billing notifications and invoices.

> View multiple sources of information for a security, including news, research, charts and quotes, from one screen.

> Save time and expenses by ordering annual reports online for more than 3,000 publicly held companies.

Monitor Critical Information

Monitoring critical information to remain compliant and manage your clients' needs is paramount for a successful business. NetX360 provides optimal tools and information to minimize additional work.

> Ensure pre- and post-trade compliance and rapidly learn about events and regulations that affect clients' accounts.

> Remain compliant with complex industry rules and regulations with our suite of Anti-Money Laundering (AML) Surveillance, Trade Surveillance and Sales Practice Monitoring tools.

> Benefit from The Rules Engine™—a database of complex order management rules to address more than 200 regulatory, credit and business issues that cover trading, new account opening and more.

> Access the Items for Attention (IFA) screen—a consolidated source for viewing margin notifications, incoming and outgoing account transfers, required minimum distributions (RMDs), IRA contributions and more.

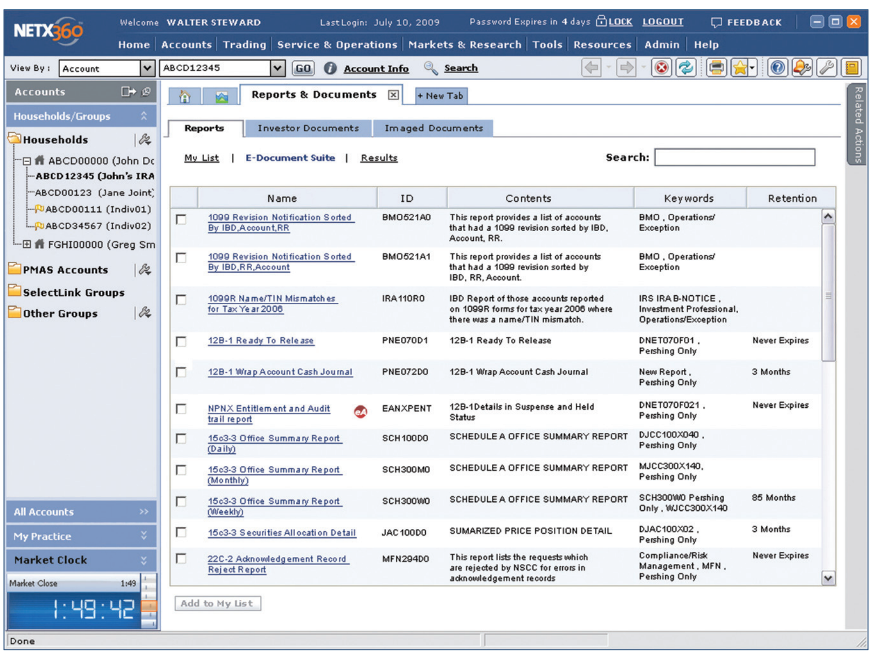
> Leverage tools to track training and continuing education requirements, and develop tailored attestations, regulatory updates and written supervisory policies and procedures.

> Efficiently manage insurance carrier appointments, state securities registrations and Financial Industry Regulatory Authority (FINRA) licenses.

> Receive alerts regarding price, volume and news on a security, in addition to market updates, from your pager, digital cellular telephone, e-mail box, or pop-up message within NetX360.

> View delayed stock, option and mutual fund quotes in a watch list with QuoteTrack®. A QuoteTrack can be created using a predetermined list of custom stocks, most active stocks, indexes and industries. You may also develop a QuoteTrack based on your clients' account holdings to facilitate portfolio management.

> Access delayed quote detail, latest company news, options, fund prospectuses, company profile and related company information, Securities and Exchange Commission (SEC) filings and much more.



Access Market Data, News, Research and Tools

NetX360 is packed with additional tools and content that will help keep you ahead of the pack. Premium offerings are accessible from industry-leading providers, including Argus®, Black Diamond™, BNY Jaywalk®, Broker's Ally™, Credit Suisse®, Dow Jones®, Equifax®, Interactive Data Corporation, Market Edge®, MoneyGuidePro™, Morningstar®, NaviPlan®, NASDAQ®, Redtail, Standard & Poor's® (S&P®), The Rankings Service™ and Thomson Reuters®. (For more information on premium offerings, refer to the enclosed NetX360 Premium Content insert).

Market Data and News

> Gain perspective on key trends shaping the capital markets and make informed investment decisions for your clients by tapping into an expanded range of market data, including a comprehensive U.S. Overview that provides current market statistics and top news presented in a highly graphical and customizable format.

> View the most active securities, the top stories, sector performance, earnings summaries and surprises, and the top ten percentage-advancing and percentage-declining securities on the New York Stock Exchange®, the American Stock Exchange® and the NASDAQ®.

> Use Security Digest to access delayed quotes, charts, SEC filings, security profiles and access to a robust equity, mutual fund and exchange-traded fund (ETF) screening tools.

Tools

> View detailed information on more than 800 ETFs, exchange-traded notes (ETNs) and other exchange-traded products via ETF Center. Using data provided by Morningstar®, ETF Center enables you to compare ETFs versus individual stocks or mutual funds, screen ETFs by a variety of criteria and find ETFs based on market performance.

> Utilize financial calculators from Leadfusion™ that help determine the different financial needs of your clients, including the level of life insurance they require, how much they will need for college tuition and how to save for a vehicle, home or other major purchase.

> Access useful tools and timely information from the experts that create TurboTax® products. Tax Center includes tools that help estimate taxes and compare 401(k) plans and articles on tax planning and preparation.

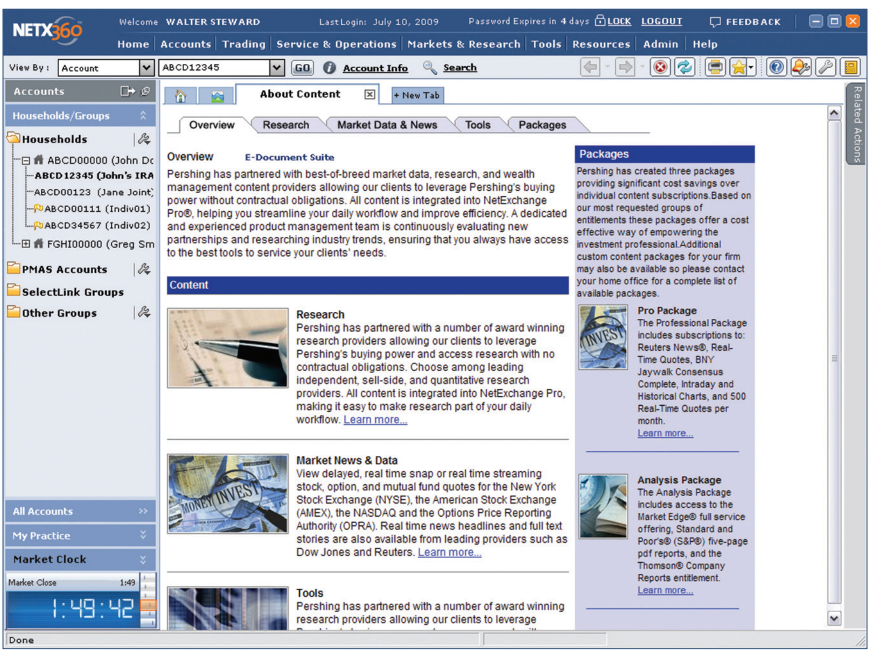
Research

Tap into an impressive list of premium research tools from the most respected third-party content providers, all designed to help you build knowledge and grow your business.

> Monitor current interest rates, money fund rates, commodity prices, and stock and option indices via Rateboard.

> Access BNY Mellon's American Depositary Receipt (ADR) website and view BNY Mellon's ADR INDEX™; set up watch lists to monitor ADRs; search for ADRs by name, symbol, or CUSIP®; and read a profile of each company.

Leverage our technology integrations to gain greater access to premium functionality and a broader array of industry-leading, third-party solution providers for better performance reporting, client relationship management, financial planning software and more. You'll benefit from discounted month-to-month pricing that only Pershing's economies of scale can provide.

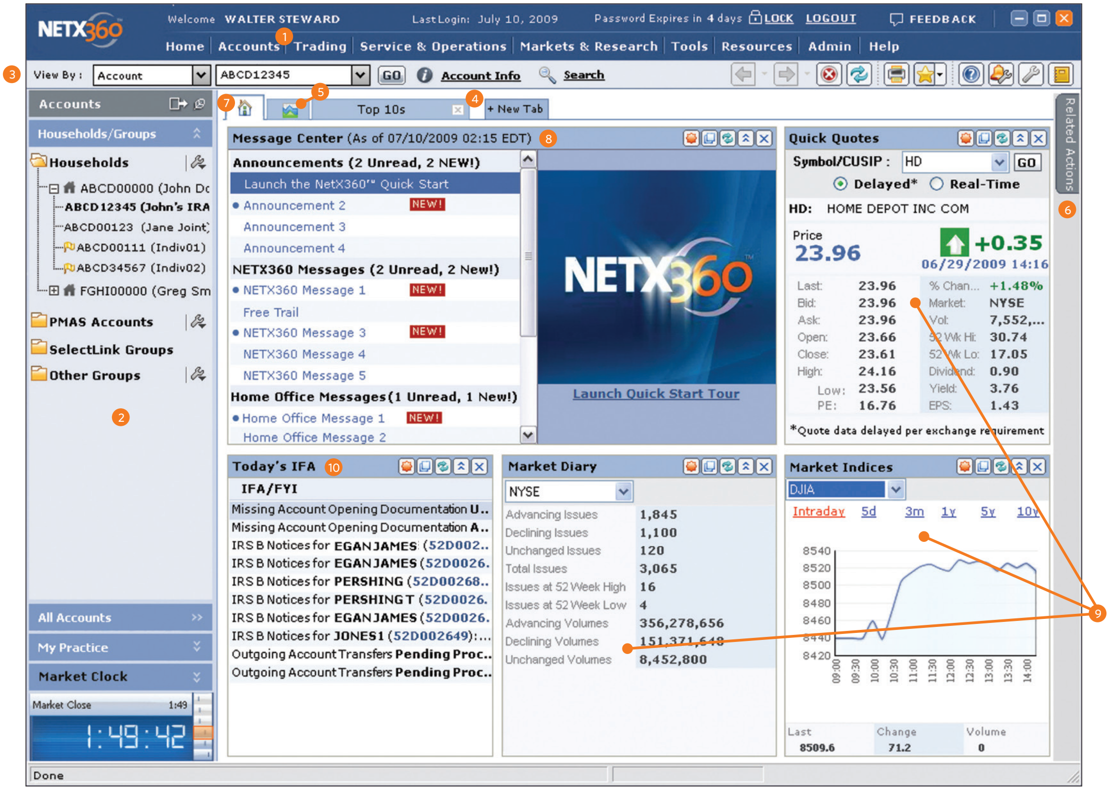


Improve Performance

With a focus on improving performance in all areas of your organization, NetX360 was designed with a multitude of features to enhance the user experience. Personalization options put you in control of what you see, and streamlined, intuitive navigation helps boost productivity by accelerating access to desired screens and data.

Personalization	Intuitive Navigation	Superior User Experience
Customize your home page by creating a dashboard to display key information.	Find the information you need quickly and easily, with fewer clicks.	Effectively perform the daily tasks needed to manage and build your business.
Tailor screens and data displays using pie charts, calendar views and heat maps.	Left-side navigation panel enables one-click access to client accounts—viewable by group, individual and household levels.	View account information, including balances, orders, holdings and history from a single screen.
Group accounts by client to create custom views. Segment clients by high-net-worth, age, investment strategy and more.	Keyboard shortcuts and right-click capability provide quick access to various pages throughout the application.	Take advantage of revolutionary screen designs with easy-to-read fonts, color schemes and menu structures.
Generate custom client reports to analyze your business as it relates to balances, holdings, trade history and account profile information.	View workbooks with multiple tabs containing summary-level data, projected cash, pending orders, activity and IFAs.	Benefit from advanced trading screens, which include real-time balances, margin balances and orders, to view critical order entry information in a consolidated format.
Sort information; show, hide or resize columns of data; and select color schemes and fonts.	Rollover functionality provides immediate information on symbols and accounts.	Reduce errors with color-coded, order read-back screens.
Dynamic menu items hide unentitled features, providing a clean view of what you can access.	Related actions provide shortcuts to logical next steps throughout the application.	View all information related to a particular topic, such as an account or household, in one location.

Sample Personalized Home Page



1 Top-level navigation

2 Left-side navigation panel

3 Search bar

4 Multiple tabs

5 Market Data tab

6 Related Actions panel

7 Home page

8 Message Center

9 Customizable portlets

10 Items for Attention

One Complete Solution

By providing the best features and functionality of the brokerage and advisory worlds, arming you with the tools and resources you need to efficiently manage client accounts, and creating an open architecture platform which enables you to connect to your choice of best-of-breed solutions, NetX360 proves to be one complete solution to support all of your business needs.

Your Business Without Limits®

Visit www.pershing.com to learn more about Pershing's flexible technology and watch your business grow.

About Us

Pershing LLC (member FINRA, NYSE, SIPC) is a leading global provider of financial business solutions to more than 1,150 institutional and retail financial organizations and independent registered investment advisors who collectively represent approximately five million active investors. Financial organizations, investment professionals and independent registered investment advisors depend on Pershing's depth of experience and consultative approach to provide them with forward-thinking solutions that help them to grow their businesses. Located in 20 offices worldwide, Pershing and its affiliates are committed to delivering dependable operational support, robust trading services, flexible technology, an expansive array of investment solutions, practice management support and service excellence. Pershing is a member of every major U.S. securities exchange, and its international affiliates are members of the Deutsche Börse, the Irish Stock Exchange and the London Stock Exchange. Pershing LLC is a BNY Mellon company. Additional information is available at www.pershing.com.

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