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## **Code Red to distribute Retail Intelligence Group's Research on IdeaNet Research and Idea Platform**

**Boston, MA, November 17, 2009** – Code Red, Inc., the leading technology provider of investment research management systems (RMS), announced today that they will distribute Retail Intelligence Group, LLC's (RIG) research products on the IdeaNet™ distribution platform. Code Red's Red Alerts™ Research Management System clients will be able to access RIG's research directly from the IdeaNet™ research information library. In addition, the latest release of IdeaNet allows RIG's clients who are not users of the Red Alerts RMS to receive the research via email.

IdeaNet is Code Red's hosted investment research and trade idea distribution platform. Research providers submit their information directly to IdeaNet to distribute their research, trade ideas, and meeting requests to their clients. IdeaNet processes and automatically categorizes all incoming information by symbol, source, and clients' existing research on an opportunity. The information is distributed to the research provider's clients who have permission to access this information. Clients can also rate the quality of the information they've received and send feedback to the provider or use it during their broker vote process. All information that was submitted by the research provider is stored on IdeaNet and available for future download by the provider's clients.

RIG will use IdeaNet to send their standard and custom research reports and intelligence data on the retail industry to both users and non-users of the Red Alerts RMS. Users of Red Alerts will receive RIG's pre-tagged research directly into the RMS and can receive custom alerts. An email with RIG's research report will be sent to all non-users of the RMS. Further, both groups will be able to access all current and past research submitted by RIG on the IdeaNet website.

"Our partnership with Retail Intelligence Group is unique in that IdeaNet not only will be distributing research to our mutual clients, but it will also be available to RIG's other clients not using our RMS. This will give all their clients access to a technology that will help optimize their research process," says Tim Gavin, Chief Executive Officer of Code Red. "Analysts and Portfolio Managers are inundated with information. A product like IdeaNet will help a technology savvy firm like RIG even further differentiate their quality research by making it easier for their customers to discover great ideas."

"Using IdeaNet as our distribution platform lets all our clients benefit from the technology," says Derek Noce, Director of Retail Intelligence Group. "It simplifies our distribution process and gives our clients timely and useful information in one location, away from their day to day email traffic."

### **About Code Red, Inc.**

Code Red provides research management technologies to the investment management community. The Code Red Research Management Workspace™ includes its flagship product Red Alerts RMS™, a Research Management System; IdeaNet™, a platform for the distribution of research, ideas and meetings; and Open RMS™, a research and data integration service. Code Red's workspace lets portfolio managers and analysts easily manage research, control the flood of information, and integrate third-party data. It organizes and automates the investment management process, facilitates rating and ranking of information sources, and speeds navigation of investment research and the discovery of new ideas. Code Red's products are implemented at Hedge Funds, Mutual Funds, Fund of Funds, Endowments, and Private Equity firms. For more information, contact Jaime Bean at (212) 867 6364 or visit our website at [www.coderedinc.com](http://www.coderedinc.com).

### **About Retail Intelligence Group, LLC**

The Retail Intelligence Group supports its clients by identifying actionable insights and trends across the consumer sector. Our research and analysis of retail/restaurant conditions, strategic initiatives, and competitive positioning provides investors with a timely and trusted perspective with which to manage their holdings and test their ideas. RIG conducts extensive channel research on over 100 retailers, restaurant operators, and suppliers through its active coverage and customized research

services. RIG analysts closely examine store-level factors such as inventory conditions, pricing, promotional activity, operating costs, merchandising, new products, services, traffic, and sales trends. RIG is a registered investment advisor; RIG analysts are licensed and trained to provide clients with thorough support. Founded in 2003, RIG is based in Tampa and is a member of Investorside. For more information, please contact Derek Noce at [dnoce@retailintell.com](mailto:dnoce@retailintell.com) or (813) 627-6958.