

# M.S. Howells & Co.

## **M.S. Howells & Co. Announces the Official Launch of the "mshPRIME" Platform**

New York, NY. September 29, 2009 (Globe Newswire) -- M.S. Howells & Co., an institutional broker-dealer, announces the official launch of its mshPRIME platform for use by hedge fund managers and registered investment advisors. The mshPRIME platform focuses on providing its users operational efficiency that includes a robust set of reporting tools. The all-encompassing platform consists of a "multi-prime" portfolio system that can be seamlessly integrated into the ATWeb accounting system with full partnership accounting capabilities. The platform allows a manager to more efficiently track attribution, custom develop portfolio themes and contains a risk module to assist in monitoring portfolio risk. mshPRIME is a secure web-enabled platform that can be accessed from any internet connection. The all encompassing structure of mshPRIME allows for multi-custodian portfolio reporting with the same ease and accuracy as single custodian portfolio reporting.

"We were very fortunate to have a great partner in Archway Technology Partners for the mshPRIME platform. Their technology combined with our customer service and operational expertise, has allowed us to deliver a best-in-class solution for prime brokerage clients," said Mark Howells, President of M.S. Howells & Co..

Jason Brown, President of Archway Technology Partners, added, "With the Madoff fraud and pending new regulation, best practices are requiring managers to provide greater transparency and to use new tools to satisfy investor demands in cost effective and efficient manners. With M.S. Howells & Co.'s experience and our straight-through processing technology, mshPRIME provides fund managers and RIA's with high quality portfolio reporting solutions. "

### **About M.S. Howells & Co:**

M.S. Howells & Co. is a full service institutional broker dealer, providing clients with high quality prime brokerage services. M.S. Howells & Co. maintains a focus on personalized service and a commitment to its clients by offering a comprehensive package of services including portfolio reporting, macro research, direct access trading, trade desk access, portfolio statistical analysis and administrative support. Through our clearing relationships with Jefferies & Company, Inc., and Goldman Sachs Clearing & Execution (GSEC), our clients receive the benefits of major institutional clearing firms while getting personalized customer service. For more information, visit <http://www.mshPRIME.com>.

### **About Archway Technology Partners:**

Archway Technology Partners is a global software company supporting the operations of private investment companies such as hedge funds, fund of funds, family offices, multi-family offices, fund administrators and venture capital funds. Archway's flagship platform, ATWeb, is an industry leading on-demand enterprise software solution for the investment industry. ATWeb is the industry's only application that has successfully integrated a full G/L, investor relations, portfolio accounting software, fund accounting software, partnership accounting software, coupled with financial modules including accounts payable, accounts receivable, cash management and budgeting - a true standard in one solution. For more information, visit <http://www.archwaytechnology.net>.

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