

## NEWS RELEASE

IFConnect, Framingham, MA 01701

November 22, 2006

CONTACT: Perry Leardi, (508) 208-2871, [perry.leardi@ifconnect.com](mailto:perry.leardi@ifconnect.com)  
Jeff Roy, (508) 245-7931, [jeff.roy@ifconnect.com](mailto:jeff.roy@ifconnect.com)

### **UpTick Data Technologies Uses IFConnect Team To Help With New Product Initiative**

FRAMINGHAM, Mass. – An IFConnect Virtual Project Team will provide project management and engineering resources in support of UpTick Data Technologies' new product initiative. The product, called *PlanXtra*, will provide financial institutions and plan managers with an online solution for fund research, selection and monitoring.

IFConnect has assembled a scalable Virtual Project Team to help direct and manage the entire development process. The project will go ahead in two distinct phases. Phase one will complete comprehensive user experience components with full functionality prior to Feb. 1, 2007. Phase two consists of completion of all core development along with a full beta release.

By deploying the IFConnect Virtual Project Team, UpTick Data Technologies will have immediate access to experienced design and engineering resources while keeping business risk at a minimum. The nimble virtual teams, made up of experts in their fields, are tightly integrated with client staff and can be quickly expanded or reduced at the direction of UpTick in order to achieve rapid results while keeping development costs under control.

IFConnect is part of the Implementation Factory, Inc., family of companies with offices in Framingham Mass. (Boston area); Rockville, Md. (Washington D.C. area); and Bangalore, India. IFConnect offers innovative project outsourcing solutions that help clients capitalize on key growth opportunities as they arise. In addition to IFConnect, Implementation Factory, Inc. owns outright or is an equity investor in a number of other ventures, including: GrowthSnap, a solution provider servicing the consulting market; eDocuDeal, a provider of online collaboration software for the lending community; and Holeb Outdoors, a manufacturer of specialty outdoor products. For more information about IFConnect visit [www.ifconnect.com](http://www.ifconnect.com).

Headquartered in San Francisco, UpTick Data Technologies automates the process of creating commentary on investment products and financial markets through the use of proprietary "rules based text generation" technology. UpTick combines this patented technology with report building skills to create customized, value added financial communication products.