ATLANTIS INVESTMENT CO., INC.



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Atlantis Investment Chooses FactSet Research Systems Platform

Parsippany, NJ -- Atlantis Investment announced the choice of FactSet Research Systems online platform to enable access for institutional investors to the independent research services provided by Atlantis Investment. With reports highlighting fundamental issues, **Atlantis Research Service** and **REIT Growth and Income Monitor** are transitioning to the FactSet platform in June and July, 2009, with full publication of reports scheduled for August, 2009, following conclusion of Global Settlements.

Anne K. Anderson, founder of Atlantis Investment, said "FactSet's online research platform provides the broadest distribution for our research services, with the ability to reach more than 20,000 money managers in the US and international locations. We view FactSet's proprietary entitlements and research contribution tools as the best choice for an independent research provider, enabling us to arouse broad market awareness of our conclusions through dissemination of meta data while controlling full distribution to buy side firms committed to a research subscription."

Both Atlantis Research Service and REIT Growth and Income Monitor support Global Settlements through the BNY Jaywalk platform. Publishing reports on 120 REITs and 100 growth stocks, Atlantis Research Service and REIT Growth and Income Monitor provide independent views of key issues impacting stock price performance.

Inquiries received from brokers, investors and companies accessing **Atlantis Research Service** and **REIT Growth and Income Monitor** through Global Settlements indicated the need to identify another distribution mechanism following conclusion of Global Settlements. BNY Jaywalk (the independent research consultancy of BNY CovergEx Group, an affilliate of The Bank of New York Mellon Corporation) continues to provide access to independent research for institutional clients. Investment in Atlantis Investment's own websites to enable occasional purchase of reports was completed in 2006. Recognition of the need for full scale distribution to reach buy side firms brought Atlantis Investment to an examination of online alternatives, including review of venture funded firms seeking research contributions to supplement evolving portfolio management systems.

Choice of online research services by institutional money managers is an increasingly important issue, as pressures to reduce out of pocket spending and maximize productivity of personnel combines with client generated demands and turmoil among Wall Street sell side firms to force selection of the most cost effective and accessible platforms.

Atlantis Investment looks forward to working with FactSet Research Systems for online publication of research services to a broad audience of institutional money mangers, investment bankers, private equity investors, venture capitalists and wealth management advisors.