



Media Contact:
Kathleen Barrett

Kathleen.Barrett@marketresolve.com

(800) 482-6073

May 18, 2009

Market Resolve Releases Flight to Quality White Paper

New York, NY – Market Resolve, a full service provider of operational solutions for the financial services industry, has released a new white paper, entitled *Flight to Quality*, which addresses mitigating risk and engendering confidence in today's economic climate.

Recognizing current challenges faced by the financial services industry, as well as the need to proactively identify and rectify risks in their operations. Market Resolve has developed an approach, D.I.M.E. (Define, Implement, Monitor and Evolve), which couples implementing process workflows with counsel from their experts on operational risk. The process, highlighted in the whitepaper, was designed to identify the importance of mitigating risk to ensure client satisfaction and retention, which in turn would engender confidence back into the banks.

In 2008, Americans gave bankers their lowest marks ever for honesty and ethics, and consumer confidence in U.S. banks dropped nine points. It is clear that we are in the midst of one of the worst financial crisis since the Great Depression and just like times of extreme economic and market turmoil of the past, investors are moving their assets to low risk investments. These so-called 'Flight to Quality' episodes generate high trading volumes as well as jittery, transient customers. The result is both opportunity and peril for financial services firms as they try to accommodate incoming and outgoing waves of customers.

Banks, hedge funds, private equity and other financial services firms, frequently find their internal systems struggle with the burdens of Flight to Quality. But, Market Resolve understands that surmounting changing operational and risk management obstacles in volatile markets can help financial firms limit risk, engender customer confidence and maintain quality customer on-boarding

Fight to Quality, can be downloaded via the insights page on the Market Resolve web site at www.marketresolve.com. For more information on how Market Resolve can help your company to adapt to the changing environment and mitigate risk, call us at (800) 482 6073.

About Market Resolve

Market Resolve LLC provides comprehensive industry-specific consulting, software solutions and staffing services to financial institutions. Servicing all areas of an organization, we deliver innovative solutions with a focus on enterprise-wide operational management. As a full-service solutions provider, our ability to tailor solutions on a case-by-case basis allows us to service market segments from start-up Hedge Funds to top-tier Institutions. Combining our extensive industry expertise and cutting-edge technology we help our clients address the diverse challenges faced by today's the financial services industry. www.marketresolve.com

###