



Media contact:
Susan Johnson
susanj@susanjcommunications.com
(800) 482-6073

October 21, 2008

Market Resolve Takes on Sponsorship Role at SIFMA Small Firms Conference & Exhibit

New York, NY – The Securities Industry & Financial Markets Association (SIFMA) opened its 21st Annual Small Firms Conference & Exhibit with Market Resolve, LLC, a full-service management consulting and software solutions provider for the financial services industry, as an event sponsor.

This year's event, attracting over 250 senior and executive managers of smaller broker-dealers from across the country, was held October 15th – 17th in Ft. Lauderdale, Florida.

With the challenging times faced today by the securities industry and its customers, SIFMA focused its program on the theme "Crisis = Opportunity," and sponsors, like Market Resolve, addressed key business issues to help small firms navigate and capitalize on evolving market conditions.

According to Jonathan Costa Saint-John, a Market Resolve managing director, many of the financial executives that he interacted with conveyed the same ongoing concerns and optimism.

"Everyone understands that this is a critical time of transition for financial firms," said Costa Saint-John, "but there's also a confidence that, with the appropriate tools and support, these small firms can seize an opportunity to thrive."

Attendees stopping by the Market Resolve exhibit had the opportunity to consult with the company's operations experts and preview the company's newest software tools, scheduled for release before the end of the year.

"This conference provided an excellent platform for Market Resolve to demonstrate our approach to helping firms define, implement, monitor and evolve their process and workflow," said Costa Saint-John. "Attendees clearly understood the value we bring in mitigating increased operational and regulatory risk."

About Market Resolve - Market Resolve is a New York based management consulting and technology firm providing operational expertise in the areas of Control, Hedge Fund Start Up, Documentation and Centralization, Regulatory/Compliance, Mutual Funds Reconciliation as well as providing flexible innovative technology to middle and back offices of financial service firms. www.MarketResolve.com

###