



HedgeOp Teams with Yodlee to Create New Personal Trading Compliance Tools

ELF2.0 Offers Unique and Streamlined Approach through State of the Art Technology

New York -- September 7, 2010 -- [HedgeOp Compliance, LLC](#), the leading provider of specialized compliance software and consulting services for investment advisers, today announced that it has upgraded its ELF Platform (Employee Level Filing) with electronic linkages to over 2,800 different brokerage institutions using patented, state-of-the-art technology created by Yodlee™, the leading provider of online personal financial management (PFM) and revenue-generating payments solutions and services.

The ELF v.2.0 "Code of Ethics Platform," contains a streamlined compliance workflow designed by the compliance professionals at HedgeOp and a new user interface created to increase user functionality while simplifying the process for employees through automation. The version 2.0 release of the ELF Platform is part of HedgeOp's larger ComplianceTrak application, but will now be available on a stand-alone basis.

Integration with ELF is the first time that Yodlee technology is being utilized in the personal trading compliance space, offering a unique and streamlined approach. More than 200 leading financial institutions and portals today offer Yodlee-powered PFM and payments solutions used by over 25 million consumers worldwide for secure and proactive online money management.

“ELF version 2.0 will change the way that advisers look at personal trading compliance,” said William Mulligan, Managing Partner and CEO of HedgeOp Compliance. “The seamless connections to over 2,800 brokers offers the most connectivity in the industry and enables employees to quickly and securely link their brokerage accounts for seamless compliance reporting, eliminating a 3-4 week lag in data from traditional broker feeds and management of paper statements.”

“Our unique and patented data platform is powering a myriad of innovative solutions like HedgeOp Compliance’s ELF – all designed to solve real problems in compelling and efficient new ways,” said Joe Polverari, Chief Marketing and Strategy Officer for Yodlee. “We’re pleased to see our Platform at work helping consumers and businesses meet increasing market, financial, and regulatory challenges, such as trading compliance.”

About HedgeOp

HedgeOp Compliance, LLC focuses exclusively on helping investment managers meet their compliance, operational and due diligence challenges. HedgeOp has developed a successful business since 2001 based on its proactive approach to servicing clients and proven reputation. Clients range from start-up managers to large firms with well-established track records. HedgeOp’s business lines include specialized compliance consulting services, our patented ComplianceTrak™ and ELF software, and due diligence research and operational due diligence reporting for fund of funds and other institutional investors. For additional information please visit www.hedgeop.com.

About Yodlee

Leading financial institutions and portals trust Yodlee to power critical online finance applications that increase profitability and drive more value from the online channel. Yodlee's proven personal financial management, payments, and customer acquisition solutions unify all personal financial account information to deliver a simple, centralized and secure way for consumers to manage all of their financial tasks anytime, anywhere. Yodlee makes financial institutions' websites essential to their customers and generates new deposit and revenue opportunities. Yodlee's patented data, payments and risk management utility supports more than 12,000 account sources and over 120,000 different account types. More than 200 leading financial institutions and portals offer Yodlee-powered solutions to millions of customers worldwide. Yodlee is headquartered in Redwood City, California. For more information, visit www.yodlee.com.

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