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EASi Launches Universal Direct Broker Interface

Enables Broker Access to More than 500 Customers & Gives Customers More Broker Choices

Pleasanton, CA – December 1, 2009 –Equity Administration Solutions, Inc. (EASi), the leading independent stock plan management software company, today announced that it has introduced a Universal Direct Broker Interface (DBI) capability. This offering makes it possible for any participating broker to provide a transaction and trading solution to any company using EASi's software.

"The Universal DBI tool provides an efficient link between a broker's transaction platform and EASi's stock plan management database," said Denise Vitale, Vice President of Product Development for EASi. "EASi's WorkStream approach and role-based access enables the participant, financial advisor and administrator to each do their part in same-day sales and other supported transactions allowing for a more streamlined process." Vitale explained that DBI is the second of three strategic initiatives that EASi has undertaken to provide brokers' customers with choices when it comes to how they manage their stock plans. EASi plans to introduce its third broker interface solution next year.

Today EASi has DBI relationships with all the major full service brokerage firms in the employee stock plan business and expects to expand the list of brokers in the coming months. "We're bringing alternatives to companies that would like the benefits of working with a broker for transactions without having to outsource the administrative function to that brokerage firm," said Don Gillotti, Vice President of Sales for EASi. Gillotti also noted that some of EASi's most recent new customers have opted to use EASi's software and leverage a DBI broker connection.

Equity Administration Solutions, Inc. www.easiadmin.com sells industrial strength stock plan software designed to handle the [accounting, tax and administration](#) needs of companies that grant equity awards. Headquartered in Pleasanton, CA, EASi continues to lead the industry with

second-to-none solutions in areas including [FAS123R](#), IFRS 2, [Performance Awards](#) and [WorkStream](#) process automation. The company serves nearly one million participants in more than 60 countries spanning four continents.

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