

SCORE BIG THIS SEASON!

Post-Game Analysis for Equities and Options

Challenge your team with the TAG Playbook for TCA to gain more yardage. How? By analyzing offensive plays for Liquidity Enhancement, Market Impact and Trading Costs.

We know that you have been looking for a TCA that is easy to navigate and understand, that provides views of your trades from hi-level summaries right down to the granular details of market data. We also know that you want it FAST – it needs to be up and running within days and operate efficiently.

So we got our TAG team together and brought TAG TCA online so you can ready your offense and a whole lot more!

About TAG

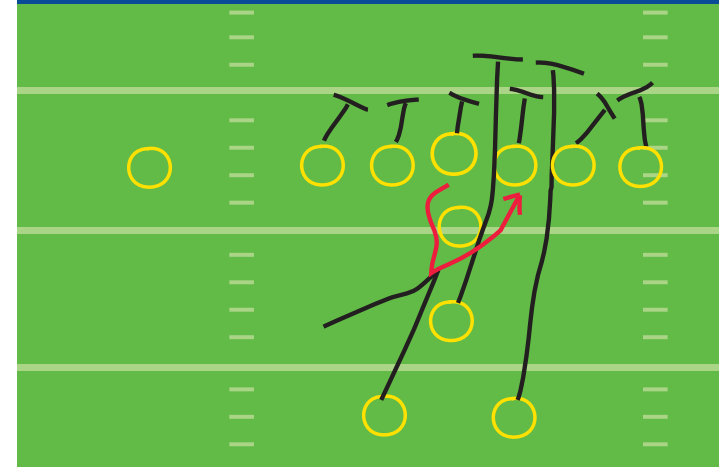
The Transaction Auditing Group, Inc (TAG) is an independent and unbiased provider of trade performance and market quality assessment for the financial securities industry.

We strengthen the market participant's ability to measure Best Execution, Trading Costs, Market Fragmentation, and Regulatory Obligation in this quickly evolving global landscape. TAG pioneered the first execution quality TAG Report in 1996, originating the idea of independent Best Execution reporting and standardized industry benchmarks. This was long before the level of public disclosure which is now commonplace. Through industry roundtables and extensive research, TAG developed technology and statistics which have found their way into numerous regulations and are standard in almost every Best Execution report produced today. Since that time, TAG has been developing numerous web-based products including innovative and powerful, next-generation Execution Analytics Solutions measuring: quality of execution, competition between market participants, US Best Execution Compliance reporting, Transaction Cost Analysis, and any size custom request.

Today, financial institutions worldwide face significant challenges and competition. As an established financial services provider with hundreds of buy-side and sell-side customers, including US and European Tier 1 firms, broker/dealers, market makers, clearing firms and their correspondents, ECN's, MTF's, and institutional investors, we provide the business intelligence needed to gain market share and help organizations to differentiate themselves from competitors, market their strengths and independently validate performance.

Contact TAG now to Score Big this Season!
info@tagaudit.com Tel: 888-423-0300

DELIVER PEAK PERFORMANCE



Introducing

The
TAG TCA
Playbook



TAG has been the star Quarterback for compliance and best execution solutions for 15 years. So we've got the experience to increase order flow and score a touchdown!

We can help you evaluate your different plays and tackle your competition with TAG TCA's impressive functionality. In other words: high value at a low cost.

- Ready your offense by using our in-depth market center comparisons and powerful on-demand filtering to create views at Summary, Detail, Market Data and Level 2.
- Evaluate different plays including block orders, high-dollar value orders, and algo trading to provide quality of execution.
- Easily access your online Playbook to monitor the execution of orders and evidence the fact that your clients receive the best possible trade at a particular time.
- Customize and filter plays by any specific metric to satisfy your client's individual requests giving you a chance to score big with your clients and against your competitors.
- Manage costs on every play you've executed while documenting and implementing your company-wide Best Execution policy.
- There are no time-outs with our Playbook's seamless integration and fast turnaround for custom configuration.
- Our knowledgeable and dedicated client services team is always at hand to assist you with any concerns that may arise avoiding any unsportsmanlike conduct.
- TAG is an independent company so we validate and analyze plays so you can blitz the competition without receiving any fouls or penalties.

READY YOUR OFFENSE! Powerful on-demand filtering by Region, Currency, Market, Securities, Broker, Exchange, Portfolio, PM, Trader, Algo, SOR, Order and more.

INCREASE YOUR WINNING PERCENT-AGE! Recover more liquidity with Liquidity Enhancement, Fill Rates and TAG's own Interval VWAM measurements.

DON'T GET BENCHED! Choose from numerous standard and custom Execution Quality, Order Flow and Trade Cost benchmarks with the flexibility to add your own firm or client specific metrics.

SWEEP THE MARKET! Start on the summary Screen and sweep down to Level 2 detail with no fouls or penalties.

Orders	Fill Rates	Implementation Shortfall (-) or Windfall (+) (Total USD)	Market Impact	Liquidity Enhancement	Timeliness	Total Value (USD)	Share Value						
WBET Totals	87.6	+21,586.54	+5,423.17	-2,079.40	19.36	-0.0047	318.1	80.1	\$2.1	00:04:07.000	121,834,826	100.0	2,655,718.16
WBET Avg. (mean)	92.2	-209.17	+89.61	-22.12	7.40	0.0261	3,632.3	26.2	\$2.1	00:07:00.000	98,902	11.1	28,282

Order ID	Buy/Sell	Order Quantity	Symbol
75001157x1	Buy	300,000	GMF

Action	Fill #	Action Quantity	Leaves Quantity	Action Time
Open	No Fill	0	-300000	2010-09-07 08:18:53.000
F# (partial)	1 of 518	156	299814	2010-09-07 09:00:00.000
F# (partial)	2 of 518	5	299809	2010-09-07 09:30:00.000
F# (partial)	3 of 518	1	299808	2010-09-07 09:30:00.000

Title	Elapsed Time	Exch	Qty	Price	Order Size	Condition
12:15:36	-00:00:40	ARCA	82,26000	82.26	500	REG
12:15:36	-00:00:40	ARCA	82,26000	82.26	500	REG
12:15:36	-00:00:40	ARCA	82,26000	82.26	500	REG
12:15:36	-00:00:40	ARCA	82,26000	82.26	500	REG
12:15:36	-00:00:40	ARCA	82,26000	82.26	500	REG
12:15:36	-00:00:40	ARCA	82,26000	82.26	500	REG
12:15:36	-00:00:40	ARCA	82,26000	82.26	500	REG
12:15:36	-00:00:40	ARCA	82,26000	82.26	500	REG
12:15:36	-00:00:40	ARCA	82,26000	82.26	500	REG
12:15:36	-00:00:40	ARCA	82,26000	82.26	500	REG

Time	Elapsed Time	Market Center	Quantity	Price	Condition
12:15:28	-00:01:49	NADQ	249	82.26000	REG
12:15:48	-00:01:28	NADQ	718	82.26000	REG
12:15:23	-00:00:43	BATS	200	82.27000	REG
12:15:23	-00:00:43	ARCA	400	82.27000	REG
12:15:23	-00:00:21	NADQ	200	82.26100	REG
12:15:17	-00:00:19	NADQ	1,000	82.26400	REG

Market Center Quote Detail							
BID				OFFER			
Mkt Ctr	Time	Size	Price	Price	Size	Time	Mkt Ctr
ARCA	12:15:23	500	82.26	82.28	6,500	12:15:23	BATS
NADQ	12:15:23	300	82.26	82.28	2,100	12:15:23	ARCA
BATS	12:15:23	300	82.26	82.28	700	12:15:23	NADQ
EDGX	12:15:23	200	82.26	82.28	600	12:15:23	EDGX
BOST	12:15:23	200	82.26	82.28	400	12:15:23	BOST
NSX	12:10:24	8,000	82.22	82.30	8,000	12:10:24	NSX
CBSX	11:28:16	100	81.93	83.42	100	11:28:16	CBSX
EDGA	12:09:44	100	80.00	83.76	100	12:09:44	EDGA

* Color bands: group bid and offer price levels

