



SmartCo goes live at National Bank Financial Group in Canada

SmartCo continues North American expansion through demonstrated value.

Boston, MA USA – 7 April 2010: SmartCo, Inc., a leading provider of Enterprise Data Management software solutions for the financial industry, is delighted to announce that National Bank Financial Group of Canada has gone live with its innovative data management software solution, SmartCo DataHub.

Following a market and competitor review SmartCo's data management platform has been selected by National Bank Financial Group for its flexibility, robustness and ability to easily expand within the organization as the business requirements and constraints constantly change.

Based in Montreal, National Bank Financial Group provides investment management services to advisors, institutional and high-net-worth clients from its offices across Canada and subsidiaries around the world. National Bank Financial Group is one the largest investments banks in Canada and the first established in Quebec.

According to Pascal Mougin, CEO of SmartCo, "The National Bank Financial Group implementation demonstrates yet again the rapid implementation cycles that can be achieved with SmartCo DataHub." He adds "We are very happy to have National Bank Financial Group of Canada as one of our clients. Our successful relationship with National Bank Financial Group is based on our ability to deliver robust and flexible software solutions that could be tailored to any unique business needs within their data management organization. We are delighted to continually attract top financial firms with our comprehensive and integrated data management solution and the addition of National Bank Financial Group to our client base further shows SmartCo's commitment to the North American Market."

About SmartCo:

Since 2004, SmartCo has helped financial institutions of all sizes to optimize their data management capabilities with a state-of-the-art software solution, SmartCo DataHub. SmartCo is a fast growing and dynamic company with its main headquarters in Paris, France; North American headquarters in Boston, MA; and consulting and integration partners in several North American and European cities.

Innovation and flexibility is our motto: In addition to the centralization of market data and the ability to fully cover the operational data needs for any financial institution, SmartCo DataHub allows its clients' core data management to seamlessly evolve with their business and market needs without any constraints from the software vendor.

For additional information about SmartCo, go to <http://www.smartco.com>