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For Immediate Release:

Alembic Global Advisors and Pulse Trading Inc. Partner with Leading Broker in the Middle East to Provide Research and Trading Capabilities on Middle Eastern Equities

New York and Cairo – September 30, 2010 – Alembic Global Advisors, an independent research firm registered with Pulse Trading and focused on the global chemical industry today announced that it has joined forces with HC Securities & Investment, to produce research on Middle Eastern stocks. HC is a leading financial institution in the Middle East and North Africa region.

“We’re very pleased to be entering into this partnership with such a prestigious independent research firm,” said Hussein Choucri, Chairman and Managing Director of HC Securities and Investment. “By combining forces with Alembic, the top ranked MENA research firm in the latest European Extel Survey, we can now offer the investment communities both in the Middle East, Europe and as well in the U.S. thought provoking research and cutting-edge trading and analysis capabilities.”

“We’re thrilled to be partnering with HC Securities and Investment,” said Hassan Ahmed, Co-Founder of Alembic Global Advisors. “HC’s equity research covers the most active stocks in the MENA region across sectors in addition to macro and strategy coverage related to the region. This new venture will enable us to provide the best research and analysis to assist our clients in making their investment decisions in the years ahead.” The combined brand, *AlembicHC*, will be covering stocks across five sectors, chemicals, telecommunications, real estate and construction, diversified industries and financials.

About Alembic Global Advisors:

Alembic Global Advisors is an institutional investment research boutique headquartered in New York. Its focus is on the global chemical industry and its coverage includes companies in the Middle East, Europe, Brazil and North America. Hassan Ahmed and Stephen Matthews, both previously with HSBC in New York, founded Alembic in late 2009. For more information on Alembic Global Advisors please visit

www.alembicglobaladvisors.com or call 212-359-8292. Alembic is registered with Pulse Trading (www.pulsetrading.com), as its domestic trading partner.

About HC:

HC Securities and Investment (HC) is a premier financial institution in the Middle East and North Africa region. It offers its clients a wide range of services in investment banking, asset management, securities brokerage, research and custody. HC has become one of the leading companies enjoying long-term, outstanding performance. It has a wide regional presence through its own offices and strong alliances in the United Arab Emirates, Syria, and the United Kingdom. HC has extensive experience and a variety of different specialties, all executed with a high degree of professionalism. This enables it to strike a balance between the highest global standards and local needs. For more information on HC please visit www.hc-si.com or please call +202 353 55 999.

About Pulse Trading:

Pulse Trading Inc. is a national brokerage firm offering a broad range of services to meet the high demands of institutional investor seeking the best trade executions, investment technology and customer support in today's fast-changing securities markets. From trading individual securities, equity portfolios, and large blocks of stock, to providing independent research, portfolio consulting, and trading technology (DMA), Pulse's full-service capabilities are tailored especially for the buy-side. For more information please visit Pulse Trading at www.pulsetrading.com, or call 617-316-5620.

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