

Instinet Adds Truth On Call to Independent Research Platform

NEW YORK – November 12, 2012 – **Instinet Incorporated**, an independent, global agency-only broker* that will soon serve as the equity trading arm of the **Nomura Group**, today announced it has added **Truth On Call, Inc.** to the Instinet Access™ platform.

Founded by Dr. Rosina Samadani, Truth On Call is an innovative market research firm that provides one of the fastest ways to glean the opinions of verified, pre-screened healthcare professionals. By sending multiple choice or free text surveys via text message, Truth On Call enables analysts and portfolio managers to rapidly ascertain answers from the thousands of physicians, physician assistants, nurse practitioners, optometrists, pharmacists, dentists and hospital CFOs within its network.

Craig LoGrande, Head of Instinet Access Sales, said: “Portfolio managers and analysts like to test hypotheses with practitioners in the field, but the amount of time, expense and resource necessary to prepare and execute traditional surveys typically make them impractical. By using text messaging to efficiently tap a targeted and verified network of thousands of healthcare professionals, Truth On Call enables users to receive feedback in hours or even minutes in some cases.”

“Truth On Call has become an important tool for many healthcare manufacturers. We’re extremely excited about the prospect of leveraging Instinet’s distribution channel and experienced Access sales team to extend the platform to the buy side, as we believe it can help significantly enhance the quality of analysis they are producing,” added Dr. Samadani, Founder and CEO of Truth On Call.

The Instinet Access™ program provides high-quality independent research providers with outsourced marketing support, account coverage, payment facilitation and other services across Instinet’s institutional client base and beyond.

* through regional brokerage subsidiaries



About Instinet

Instinet, a global agency-only broker*, will soon become the independent equity trading arm of the **Nomura Group**. Through an advanced suite of electronic trading tools, innovative high-touch trading model and unparalleled access to insightful content and unique agency-only liquidity, Instinet helps institutions globally lower overall trading costs and ultimately improve investment performance. Throughout its 40+ year history, Instinet has been a true electronic trading pioneer, having introduced a range of now industry-standard trading technologies as well as the world's first major electronic trading venue in 1969, one of the first recognized U.S. ECNs in 1997 and, most recently, the Chi-X businesses. For more information, please visit instinet.com or follow Instinet on **Twitter**.

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