

## **New Centiment Software An Advanced Predictive Analytics And Trading Product For Hedge Funds**

September 29, 2008 (Boston) -- Patterns and Predictions, which offers highly sophisticated and proven data-mining tools based on its industry leading Bayesian statistics engine and its proprietary algorithms in statistical pattern recognition systems, today announced the release of Centiment™, an advanced predictive analytics and trading product that enables hedge fund managers to quantify the relationship and impact of financial news on the performance of securities, in real time.

Centiment was developed to help hedge funds to more effectively gauge market sentiment and determine asset and sector valuation based on their own desired criteria, and then execute their trades based on their resulting risk/return decisions. The product comprises a customizable linguistic analysis system that is paired with a securities trade execution tool.

"We believe Centiment is going to appeal to hedge fund firms that want to enhance their ability to deliver alpha, by improving their capability to have more informed opinions about the current and future direction of markets and securities in which they invest." said Chris Poulin, Principal and Managing Partner at Patterns and Predictions. "We also believe Centiment is going to be an attractive system for prime brokers that offer risk management and related analytics capabilities to their hedge fund clientele." he added.

The Centiment software provides investors with the technology of a search engine to power customizable, proprietary investment analysis coupled with financial trading capability. Centiment's linguistic analysis system can combine feeds of market trading data on tracked securities along with the text based dialogue of the marketplace about those securities and related sectors as reported online in the media, on blogs, etc.

Many market sentiment analysis software applications available to money managers work in isolation from their securities trade execution tool, costing them time and missed opportunity. Centiment's integrated solution eliminates that problem. Further, for money managers who already have a securities trading system in place, Centiment's analytics system feed can be ported directly into that trade execution software.

### About Patterns and Predictions

Patterns and Predictions is a joint technology partnership of Poulin Holdings, LLC and Hugin Expert A/S. The team consists of a collection of world class mathematical talent in areas including statistics, applied statistics, computational linguistics and information

retrieval. Its technology is used by R&D departments in over 25 countries. The company's solutions, which include a full range of academic research editions through to turnkey enterprise solutions, are leading innovation in the area of automated decision systems for industries including finance, healthcare and industrial engineering. For more information, visit [www.patternsandpredictions.com](http://www.patternsandpredictions.com).

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