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## **Lync Wins Award From Investment Management Weekly For Best Use Of Standard In A Technology Application**

New York, NY – November 26, 2002

Lync Consulting LLC took this year's honor at the Investment Management Weekly annual awards ceremony for best use of an industry standard in a technology application. Lync worked with PNC Advisors to develop a robust software program that automatically assigned accounts into AIMR GIPS compliant composites. The software looked at accounts, asset allocations and returns data and systematically assigned the account to a predefined composite.

### **About PNC Advisors**

PNC Advisors is a service mark of The PNC Financial Services Group, Inc. for investment management, fiduciary and certain banking services provided by PNC Bank, N.A. and PNC Bank, Delaware (Members FDIC). PNC Advisors had \$50 billion in assets under management as of September 30, 2002. It provides a full range of tailored investment and traditional banking solutions to affluent individuals and families, including full-service brokerage through J.J. B. Hilliard, W.L. Lyons, Inc. and PNC Investments, a division of J. J.B. Hilliard, W.L. Lyons, Inc., a registered broker-dealer and member of NASD, SIPC and NYSE. PNC Advisors also serves as investment manager and trustee for employee benefit plans, and charitable and endowment assets.

The PNC Financial Services Group, Inc., (NYSE: PNC) headquartered in Pittsburgh, is one of the nation's largest diversified financial services organizations, providing regional community banking, corporate banking, real estate finance, asset-based lending, wealth management, asset management and global fund services.

### **About Lync Consulting**

Lync Consulting is the leading provider of systems integration and advisor software solutions. The company provides a suite of complementary products and custom solutions for the front, middle and back offices of investment management organizations.

Lync Consulting is a registered trademark of Lync Consulting LLC. All other products or services mentioned herein are trademarks or registered trademarks of their respective companies.

Editor's Note: For more information or to license Lync Consulting Software products, readers can contact Lync Consulting; phone (212) 971-9299, or visit Lync's web site at <http://www.lync-consulting.com>.



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