



### **Liquid Insured Deposits Hires Industry Veteran to Head National Sales**

New York, December 9, 2009—LIDs Capital LLC, provider of [Liquid Insured Deposits](#), is pleased to announce that Walter Cotumaccio has joined the company as National Sales Manager and Director. Mr. Cotumaccio is an accomplished brokerage industry veteran who will direct and execute LIDs' FDIC-insured broker balance protection programs.

"We are delighted to have Walter join our team," said John Drahzal, Managing Director, Sales and Marketing. "Walter brings more than 20 years' experience in the broker-dealer, wirehouse, RIA, and defined contribution spaces. His consultative style and proven ability to develop strong partnerships at the executive and financial advisor levels will reward our rapidly growing client base with our [\\$2.5 million FDIC-protected sweep programs](#)."

As National Sales Manager, Cotumaccio is responsible for new business acquisition and leading all key account relationships. "Liquid Insured Deposits is well ahead of the curve in educating the industry about the value of incorporating a comprehensive, FDIC-protected cash management program as smart alternative to traditional uninsured cash sweeps," said Cotumaccio. "In the midst of this complicated market, the value we offer is clearly resonating with both advisors and their clients."

Prior to joining Liquid Insured Deposits, Cotumaccio was Director of Business Management at [Prudential Financial](#). He reports to Mr. Drahzal.

#### **About LIDs Capital LLC**

[LIDs Capital LLC](#) offers its Liquid Insured Deposits<sup>SM</sup> program to broker-dealer and clearing firm clients. The patented and patent-pending technology behind Liquid Insured Deposits enables brokerage firms to protect client cash holdings with up to \$2.5 million of FDIC insurance through one account while maintaining 100% daily liquidity. [www.LiquidInsuredDeposits.com](http://www.LiquidInsuredDeposits.com).

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