



Liquid Insured Deposits Names John N. Drahzal President

New York, January 27, 2010—LIDs Capital LLC (LIDs), provider of [Liquid Insured Deposits](#), the brokerage industry's first expanded FDIC sweep program, has named John N. Drahzal as its President. John will be responsible for the organic growth of the Liquid Insured Deposits business, developing licensing partnerships, and acquiring new clients in the clearing, broker-dealer, and registered investment advisor channels.

"We are delighted to announce Mr. Drahzal's new role as President of LIDs Capital," said Frank Bonanno, the company's spokesman. "His extensive experience as a results-driven executive in the broker-dealer space, and proven partnership approach in working with deposit banks of all sizes across the nation, are attributes that will ensure the continued impressive growth of our organization."

Previously, as Managing Director of LIDs, Mr. Drahzal supported the firm's efforts in securing its first licensing agreement for its patented Liquid Insured Deposits product, and has led the company's efforts in building a diverse stable of program banks.

"I am very energized by this appointment," said Drahzal. "At this point in history, we are witnessing the trend of FDIC-protected programs becoming the standard in the cash management space. FDIC protection is in demand in virtually every segment of the investing public, and as a result, we have welcomed nearly 25 new broker-dealer clients in the past two months and have grown deposits by 17% in the fourth quarter alone. Expanded FDIC protection is clearly resonating with our partners and their end clients."

Mr. Drahzal has more than twenty years experience in the broker-dealer and banking markets. Prior to joining the firm, he was Director of Distribution at Prudential's JennisonDryden funds, and prior to that he served as Chief Marketing Officer at Promontory Interfinancial Network. Mr. Drahzal received his MBA from Case Western Reserve University and his B.S. in business administration from Skidmore College.

About LIDs Capital LLC

[LIDs Capital LLC](#) offers its Liquid Insured DepositsSM 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.

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