

IMMEDIATE RELEASE

**Reich & Tang Asset Management, LLC  
Selects Liquid Insured Deposits<sup>SM</sup> for Its  
Expanded FDIC-Protected Solution**

New York, December 9, 2009—LIDs Capital LLC announced today that it and Reich & Tang Asset Management, LLC, an asset manager providing money fund and cash management services to financial firms, have entered into a license agreement to offer [Liquid Insured Deposits<sup>SM</sup>](#), the brokerage industry's first expanded FDIC sweep. Investors who participate in the program will be able to receive up to \$2.5 million of FDIC protection while maintaining 100% liquidity with their cash.

Reich & Tang Asset Management, LLC chose Liquid Insured Deposits to provide an innovative sweep alternative to their clients. "We are pleased to add an FDIC deposit solution to our current offering of cash management services," said Michael Lydon, President and CEO, Reich & Tang Asset Management, LLC. "The flexibility of the Liquid Insured Deposits program is what initially attracted us, and now we are pleased to be implementing a robust program from which all of our all clients can benefit."

"The addition of Reich & Tang to the Liquid Insured Deposits' growing list of clients is outstanding," said John Drazhal, Managing Director, LIDs Capital. "Reich & Tang has a long history of providing superior cash management programs to their clients. Adding Liquid Insured Deposits to their list of offerings underscores their commitment to addressing the most pressing concerns facing investors and savers today," added Drazhal.

On track to launch in January 2010, [Reich & Tang](#) anticipates a long-term partnership with Liquid Insured Deposits. "Our clients are seeking the safety of FDIC insurance for their customers while maintaining 100% daily liquidity," said Lydon. "With Liquid Insured Deposits, we can offer them this safe, flexible solution."

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**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).

**About Reich & Tang Asset Management, LLC**

[Reich & Tang Asset Management](#), LLC provides money fund and cash management services to financial intermediaries. For 35 years, it has specialized in the investment of short-term liquid assets through a family of money market funds and similar portfolios. It is an industry leader in the cash deposit business. Reich & Tang Asset Management, LLC is an affiliate of Natixis Global Asset Management. Headquartered in Paris and Boston, [Natixis Global Asset Management's](#) assets under management totaled \$723 billion as of September 30, 2009. [www.rntfunds.com](http://www.rntfunds.com).

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