



NETCHEMISTRY

Mission - NetChemistry uses its comprehensive knowledge and specialized expertise to streamline the creation of complex solutions accelerating the fusion of technology and forward thinking in the financial services sector.

Gas

Liquid

Solid



- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10

LEVEL

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### For Immediate Release

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### RAYMOND JAMES DEPLOYS NETCHEMISTRY'S ONLINE DIRECTED SHARE PLATFORM

NEWPORT BEACH, Calif., April 19, 2002 - NetChemistry, a top-tier provider of mission-critical, highly secure Private and Public Offering platforms to the Financial Services Sector, today announced that Raymond James Financial Services (NYSE-RJF) has successfully launched NetChemistry's Directed Share Platform for the online distribution, tracking and management of the firm's investment banking corporate clients. RJFS Corporate Client Services offers a complete outsourced directed-share solution for the firm's lead-managed and co-managed initial public offerings.

"Now we can distribute directed share offerings easier and faster with our existing staff," said Tony Molnar, Corporate Executive Services, RJFS. "NetChemistry's Directed Share Platform allows us to better serve the unique needs of our investment banking clients."

"Our goal has always been to help Broker/Dealers reduce the cost of raising capital and better access their investors during the offering process," said Chris Cruttenden, president of NetChemistry. "We've also reduced the liability associated with investor communication by strictly controlling who the investor is, what information they are allowed to access and when they are allowed to access it. In addition, we know when the investor has received alerts and all their activity relating to a particular deal."

#### About the Directed Share Platform

The Directed Share Platform (DSP) is used by broker/dealers to identify, track, and allocate shares associated with employees, friends and family before an issuer makes its initial public offering (IPO).

The Directed Share Platform is a derivative of NetChemistry's Offering Platform the industry's leading offering management platform, a flexible rapid-deployment solution designed for broker/dealers, banks, investment banks and insurance companies to buy and distribute equity. The Offering Platform also allows investors to quickly and efficiently see a list of upcoming offerings, pass a suitability questionnaire, apply for an account, read and download information, ask questions and submit conditional offers.

#### About Raymond James Financial Services

Raymond James Financial, Inc. (NYSE-RJF) provides financial services to individuals, corporations and municipalities through its three wholly-owned investment firms, Raymond James & Associates, Raymond James Financial Services and Raymond James Ltd., which together have more than 5,200 Financial Advisors in 2,200 locations throughout the United States, Canada and overseas. In addition, its asset management subsidiaries currently manage in excess of \$16.3 billion.

#### About NetChemistry

NetChemistry is an Internet solution and software provider for the Financial and Health Services industry whose systems have handled billions of dollars in transactions. Combining vertical expertise with their Core Product Suite, NetChemistry specializes in Web-based information enrollment, distribution and tracking systems comprised of secure, scalable software modules that can be rapidly customized to fit the different parameters of each clients offering. The modules are designed to improve customer relationships resulting in efficiency, convenience and reduced liability.

In addition to software development, NetChemistry has a comprehensive understanding of design architecture, systems integration and provides a complete hosting solution at the tier one SBC facility in Southern California. For more information on NetChemistry or its services, contact NetChemistry at 4600 Campus Drive, Suite 201A, Newport Beach, Calif., 92660; phone: (949) 399-5380; or visit [www.netchemistry.com](http://www.netchemistry.com).

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