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CONTACT: RAJ UDESHI

212 292 3147

raj@hiddenlevers.com

**HIDDENLEVERS INTEGRATES WITH TD AMERITRADE INSTITUTIONAL:
FIRST RISK PRODUCT TO INTEGRATE WITH VEO**

NEW YORK CITY - April 30, 2012 -- [HiddenLevers](#), the risk management toolkit of choice for RIAs, Private Wealth and Family Offices, now offers portfolio integration with TD Ameritrade's Veo platform. This marks the first time that TD has integrated risk management software. TD Advisors can now easily import portfolios into HiddenLevers to quantify the impact of forward-looking economic scenarios on clients' holdings.

"Portfolio stress testing matters – and TD is the first major custodian to recognize it," said Raj Udeshi, co-founder of HiddenLevers. "We thank TD for making it easy for their customers to do macro analysis." Advisors subscribing to HiddenLevers can set up automated import of portfolios, with updates made automatically as portfolios change. "Advisors can now spend more time with clients, instead of doing manual data entry," said Praveen Ghanta, product chief and HiddenLevers co-founder. Advisors can then stress test using HiddenLevers' economic scenarios, incorporate their own assumptions, discover hedging strategies based on inverse and non-correlated securities, and see how those hedges will help protect portfolios.

"Not only is this great for the PMs, but we've also taken care of the people on the front lines, giving asset gatherers reports that show clients the level of service they are getting," said Udeshi. "Whether it's increasing transparency, justifying fees, or prospecting, fiduciaries are responding to our next-gen risk management tools."

Several Advisors who custody with TD already subscribe to HiddenLevers, and are getting the most of macro analysis. Dean Barber, a top advisor in Kansas, and host of the syndicated radio program, American Wealth Management Show, invites folks to come in and get their portfolios stress tested right on the air. John Betterman, a family office Advisor in Evanston, Illinois, credits HiddenLevers with helping him keep a \$110 million account (USD) happy, by showing how well his bond funds stack up against equities in a [Euro Zone Collapse, a China Hard Landing, and Japanese-style Deflation](#).

Future phases of integration will involve performance tracking and bringing HiddenLevers into the Veo environment. "Advisors complain to us about their lack of performance tracking capability – we can help," said Ghanta. "Portfolio stress testing, at bottom, is forward-looking performance tracking," added Udeshi. "So now that the auto-sync is in place, we can start tracking historical performance too, and build tools around that – we constantly try to add more value for Advisors."

About HiddenLevers:

Based in New York City, [HiddenLevers](#) is exploring new frontiers in professional-grade risk management and macro analysis tools, giving financial professionals new ways to tackle economic uncertainty. The toolkit includes portfolio stress testing, macro scenario modeling, a scenario hedging wizard, macro risk profiles for portfolios and individual securities, state-of-the-art charting, and client-facing tools.

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