



## **FORMER FERRIS, BAKER WATTS EXEC VP TO HEAD THE RESERVE'S BROKERAGE SALES**

New York, October 1, 2006 – Joseph E. Martin, former Executive Vice President and Co-Director of Ferris, Baker Watts' Private Client Group, will head The Reserve's brokerage sales team, announced Eric Lansky, Managing Director and Head of Sales and Marketing at The Reserve.

"Joe Martin is an extremely knowledgeable and respected individual within the brokerage community. His experience and success in both recruiting and managing registered representatives is highly regarded," said Mr. Lansky.

It is his experience that will serve the cash management firm well. "I see our role as no longer simply introducing superior cash management products and solutions for the brokerage community," Martin said. "Rather, we must also help our partners best leverage, position and utilize such solutions."

Indeed, The Reserve sees the near-term future growth of its brokerage channel intimately tied to the expansion of its existing clients, Lansky added. "Joe enables us to most effectively educate and communicate the power of cash to the registered representative level. I am confident he will enable us to become an even more valued partner to our clients," Lansky explained.

Mr. Martin spent 17 years with Ferris, Baker Watts, most recently as Executive Vice President. As Co-Director of the Private Client Group he was responsible for over 120 investment executives and 14 branches. Martin was also responsible for broker recruitment.

### **About The Reserve**

Founded in 1970, The Reserve is the leading cash management provider for the brokerage, banking and institutional marketplace. The Reserve launched the world's first money market fund, and today oversees over \$49 billion (as of September 21, 2006) across a host of financial products – including mutual funds, banking products and FDIC-insured deposit accounts – serving millions of shareholders. It was named the fastest organically growing domestic money fund family in 2005 among the 25 largest money fund complexes.\*

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