



## **RESERVE LAUNCHES ONLINE TRADING CAPABILITY TO SIMPLIFY TREASURER'S CASH, LIQUIDITY MANAGEMENT NEEDS**

### **Firmwide Assets at Cash Management Innovator Top \$65 Billion**

New York, July 3, 2007 – The Reserve today announced the launch of its proprietary funds trading system, The Reserve Online Trader<sup>SM</sup>, a cash portal designed to provide institutional clients with direct access to the complete spectrum of The Reserve's money fund and enhanced cash offerings.

"The growth of money fund portals has often been at the expense of clients having to sacrifice their personal relationships with money management firms for automation and convenience," said Bruce Bent II, Vice Chairman and President of The Reserve. "The Reserve Online Trader combines for the first time, the benefits of automation and the flexibility of an online offering with the expertise and sophistication of a dedicated institutional investment manager."

The Reserve Online Trader allows institutional clients to conveniently manage their accounts by providing them online trading access, account maintenance options, improved trading efficiencies, and simplified recordkeeping. It also adds an extra layer of convenience for The Reserve's growing list of international clients where the global difference in trading hours is significantly minimized.

"Investors have grown money market mutual funds into a \$2.5 trillion asset class, not only because of the yields and safety, but also because of the convenience. Online trading is now making cash investing faster, safer, and more convenient. It's another reason to use money market mutual funds," says Peter Crane, President of Crane Data LLC, a leading independent money market and mutual fund information company.

Total assets at The Reserve hit a record of \$65 billion (as of June 15, 2007), up more than 52% over the past year and 100% over the past two years.

#### **About The Reserve**

Founded in 1970, The Reserve is the leading innovator in cash management for the brokerage, banking and institutional marketplaces. In addition to launching the world's first money market fund, The Reserve has developed a full suite of innovative cash management solutions, including the industry's first FDIC-insured money market sweep program, diverse money market fund offerings, unique bank cash sweep services and cutting-edge enhanced cash products. Today The Reserve manages more than \$65 billion – serving millions of individuals and hundreds of institutions. Additional information is available at [www.TheR.com](http://www.TheR.com).

*You should carefully consider the investment objectives, risks and charges and expenses of a fund before investing. A fund's prospectus, which contains this and other information, may be obtained by writing to The Reserve, 1250 Broadway, New York, New York 10001-3701 or by calling 800-637-1700 and pressing "0." You should read the Prospectus carefully before you invest.*

*An investment in the funds is not insured or guaranteed by the Federal Deposit Insurance Corporation or any other government agency. Although the funds seek to preserve the value of your investment at \$1.00 per share, it is possible to lose money by investing in the funds. Money market yields may vary.*