

Contact:

Tracey Gordon

Folio Institutional

703-245-4867

gordonT@folioinvesting.com**Folio Institutional launches Private Placement Custody Platform for Brokerages, Funding Portals, Issuers, Investors and Advisors****API driven online offering streamlines the entire offering process.**

McLean, VA October 23, 2014 -- Folio Institutional today announced the availability of the Folio Private Placement Platform – an innovative REST API driven private offering and custody platform that enables a seamless online brokerage experience. The depth and breadth of the platform make it ideal for firms that have, or are building their own platforms to facilitate offerings from private issuers to eligible investors.

“The rules and demand for private securities have changed, yet the underlying process has changed little, with dozens of forms, archaic bank escrow arrangements, and paper certificates of ownership that are not suited to secondary transactions.” said Blaine McLaughlin, Folio Institutional vice president in charge of the business line.

“The Folio Private Placement Platform is the ideal back-end clearing and custody solution for brokerages, funding portals and similar front-end offering platforms to enable the online brokerage experience for their users that everyone wants, and will soon demand, but no one thought was possible.”

Folio enables those offering or building platforms to offer any type of listed, unlisted, and or unregistered security (such as equity, debt, convertible debt, and more), under any of the available offering exemptions (such as 506b and 506c today, and Reg A+ and Crowdfunding in the future), in any type of account (such as individual and joint taxable, IRA, LLC, and 19 others), to provide a superior investor and issuer experience, get to market much faster, with far lower cost and reduced technology and implementation risk.

Page Two/ Folio Private Placement Platform

The platform provides a customizable online end-to-end solution with automated offer creation and management, document distribution, escrow-less closing, and back-end clearing, custody and settlement services in fully functional online brokerage accounts.

The new offering is built on a proven clearing brokerage platform that supports millions of transactions, billions of investor dollars, and over 400 financial firms from start-ups to some of the world's largest entities. It also provides built-in regulatory compliance and account protections that savvy investors have come to know and expect.

Visit us at www.folioinstitutional.com/services/private-placements.jsp or call Brian Knight at 703-245-4870 or Blaine McLaughlin at 703-245-4826 to get started.

About Folio Institutional

Founded in 2000, FOLIO*fn* Investments, Inc., was the first brokerage firm to offer themes-based, fully-customizable baskets of securities, called Folios (available to retail investors at www.FolioInvesting.com), as well as flat-fee pricing, fractional share, dollar-based investing and other innovations to encourage smarter, diversified investing.

Folio also provides a state-of-the art platform for advisors, introducing broker dealers, and securities issuers through www.FolioInstitutional.com that currently services hundreds of firms. That platform allows advisors and others to manage thousands of accounts with a few clicks, service smaller accounts in the same manner as their largest accounts, and fully integrates billing, performance reporting and other services. Beyond advanced brokerage, custody and clearing services, Folio also runs a state-of-the-art web-based private placement and public offering platform available to firms raising capital, and maintains a variety of alternative trading systems for secondary market trading of listed and unlisted securities.