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BrightScope Welcomes Dr. Stephen Coggeshall, CTO of ID Analytics, to Advisory Board

Fraud Solution and Analytics Expert Joins the Leading Financial Information Company to Support Growth of Its World-Class Software Development and Analytics Organization

SAN DIEGO, Calif. (October 18, 2012) – BrightScope (www.brightscope.com), the leading provider of independent retirement plan ratings and investment research, is proud to announce that Dr. Stephen Coggeshall, CTO of ID Analytics, has joined its Advisory Board and will serve in an ongoing capacity as an Advisor to the company and its executives. Dr. Coggeshall’s analytics expertise will help BrightScope further build out its world-class software development and analytics organization and support the company’s mission of bringing unparalleled transparency to the financial services industry.

“Dr. Stephen Coggeshall is an expert in leading teams of world-class scientists working to attack complex business problems through advanced algorithms on big data. He’ll be a great asset to our company and will help propel BrightScope’s suite of data analytics to an unmatched level,” said Mike Alfred, CEO and co-founder of BrightScope. “Dr. Coggeshall’s vast knowledge of consumer behavior modeling, optimization, forecasting and financial engineering will be a vital asset to BrightScope and we are honored to have him on board.”

Dr. Coggeshall is the CTO of ID Analytics, an identity fraud prevention company based in San Diego, where he built the analytics team and helped design the powerful fraud solution. Prior to ID Analytics Dr. Coggeshall worked as a researcher in nuclear fusion at the Los Alamos National Laboratory and cofounded CASA, which provided advanced analytical solutions to intractable business problems. In 2000, CASA was bought by HNC Software where Dr. Coggeshall worked as the Group VP of Technology Development until ID Analytics was formed in 2002. Dr. Coggeshall holds undergraduate degrees in math, music and a physics minor from Southern Illinois University at Edwardsville. He has a masters in music and a masters and Ph.D. in nuclear engineering from the University of Illinois. He is co-inventor of seven patents and recently won the San Diego Technology Executive of the Year award in 2008 and the Lifetime Achievement award in 2012.

“I am excited to join the BrightScope Advisory Board and help this disruptive company usher in a new era of data transparency in the financial services industry,” said Dr. Stephen Coggeshall. “BrightScope has a significant lead in bringing big data analytics to leading asset managers and recordkeepers who want to better understand the distribution landscape in key verticals. I will help the company extend its lead as it builds out powerful predictive analytics layers on top of the existing product sets.”

BrightScope has built an unparalleled database of 401k plan analytics, and a robust suite of products and services to enhance transparency of plan performance and fees for sponsors, advisors, asset managers, and participants. The company has rated more than 46,000 retirement plans, spanning 30 million workers and \$2 trillion in assets, and provided information on more than 770,000 financial advisors. BrightScope obtains its data directly, either from plan sponsors, or from publicly available sources ranging from The United States Department of Labor (DOL) to the Securities and Exchange Commission (SEC).

For more information please visit www.brightscope.com.

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About BrightScope

BrightScope is a financial information company that brings transparency to opaque markets through independent research and analysis. Delivered through web-based software, BrightScope data drives better decision-making for individual investors, corporate plan sponsors, asset managers, broker-dealers, and financial advisors. The BrightScope Rating™, developed in partnership with leading independent 401k fiduciaries, reviews more than 200 unique data inputs per plan and calculates a single numerical score which defines plan quality at the company level. In April 2011, the company launched BrightScope Advisor Pages™, the first comprehensive and publicly available directory of financial advisors designed to help consumers discover information and conduct due diligence on wealth management professionals. BrightScope also markets a suite of data analytics software products to Fortune 1000 companies, asset managers, broker-dealers, financial advisors, and other market participants. Public ratings for more than 46,000 retirement plans as well as rating definitions, criteria and methodologies, and information on more than 770,000 financial advisors and nearly 45,000 advisory firms are available for free at www.brightscope.com