

Evaluation Services, Inc.

*One Stop Shopping Makes It Simple!
Quick, Accurate, & Economical Securities Valuations and
Cost Basis Calculations*

Developers of **APPRAISE** & **COSTBASIS**.

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NEWS

Determining Cost Basis: An Often Complex and Time Consuming Task

Evaluation Services, Inc. Provides a Solution, with Technology that Can Calculate Cost Basis Immediately, Accurately, and Economically

(Old Tappan, NJ) In the current environment of corporate splits, spin-offs, divestitures, CUSIP changes, and the like, figuring an accurate cost basis of a security for tax purposes can become a time consuming and complicated task, requiring substantial research and time spent thumbing through reference books, and searching online for help. Despite the time and effort, given the convolution of the history of certain stocks, some might not be able to compile enough details to catch all the changes and corporate actions.

AT&T is the prime example of the extraordinary complexity of tax preparation demands today. Since 1983, AT&T has spun off seven "Baby Bells," divested Lucent Technologies and National Cash Register (NCR), had a 3 for 2 stock split, and a 1 for 5 reverse split. Spin offs such as AirTouch, Ameritech, and Pacific Telesis, have even merged into other companies or spun off themselves.

According to Charles S. Rossmann, chief operating officer of Evaluation Services, Inc., (www.appraisenj.com), a provider of securities pricing information, "Because of the complexities that many professionals face in determining the true cost basis for stocks like AT&T, they've had to waste a lot of valuable time, and often end up making educated guesses, which typically err on the side of caution, reporting higher figures than necessary."

In response to the need to accurately determine the cost basis for securities, Evaluation Services, Inc. entered into a partnership with Xcitek, a leading global provider of corporate actions automation, to offer historical cost basis with tax allocation factors, corporate actions, transfer/paying agents, and Xcitek's exclusive cost basis calculator.

By supplying the security, price paid, amount purchased, date of purchase and date of sale, the calculator can automatically compute the adjusted cost basis, taking into account all splits, spin-offs, distributions, and other cost basis-affecting corporate actions. **"The Cost Basis Calculator can do in seconds what might otherwise take days,"** said Mr. Rossmann. **"In an instant, cost basis is determined for any security and over any holding period back to 1900."** The Cost Basis Calculator generates the date of each corporate action, the type of corporate action, and the allocation, with a running total of current cost and current shares.

"We offer a one-stop solution for professionals searching for securities information. Our state-of-the-art technology takes over the burden of generating accurate information, reducing their research time and keeping their costs down," said Mr. Rossmann. "Evaluation Service's accurate reports give peace of mind to our clients, and helps them to assure that their clients they are fully compliant with all IRS regulations. Where else can you go but to the Xcitek calculator to determine the cost basis for AT&T in seconds?"

Celebrating 20 years in the securities valuation industry, Evaluation Services professionals offer a "one-stop shopping" solution for accurate, fast, economical, and easy-to-use services for the preparation of stock and bond valuations as well as cost basis calculations. Its Appraise products generate ready-to-file reports, accessing over 4 million current and historical listed stocks and bonds from 1968, and cost information on equities back to 1900. Evaluation Services can address a client's needs for information on stock and bond prices, stock splits and dividends, bond accruals, capital changes, the tax basis for equities and dividend reinvestment plans, as well as other financial information through its exclusive software program, an Internet application, file transfer, email, fax, or mail. Evaluation Services also provides basic cost basis information via the Internet at www.costbasis.info. With a focus on superior customer service, technical support, and immediate valuations capabilities, their services are designed to help users reduce costs, increase productivity, and better service their own clients. The Federal Internal Revenue Service has never challenged Evaluation Services Inc., and its pricing data provider is the same as that used by the IRS. The state of Ohio uses Appraise software to examine filed Ohio estate tax returns. For more information, visit www.appraisenj.com or call (888) ESI-4706.

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