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Raymond James Financial Taps BlueThread Technologies for Automation of

Key Business Processes on Microsoft Office SharePoint Server Platform

FEBRUARY 26, 2008 Ann Arbor, Michigan - Raymond James Financial, Inc. (NYSE-RJF) recently selected BlueThread Technologies, Inc., a rapidly growing provider of Microsoft Office SharePoint Server-based Enterprise Content Management (ECM) solutions for the financial services industry, for a key project to enhance several paper-based processes including opening new accounts. Raymond James is one of the nation's leading investment management firms with client assets exceeding $217 billion.

Raymond James plans to deploy almost ten thousand seats of BlueThread’s SmartDesk, a highly-configurable end-user ECM composite application that utilizes Microsoft SharePoint Server functionality and K2’s Business Process Management technology. The completely integrated system will manage massive amounts of data, paper-based content and business processes that drive their new account opening and other operational processes across the company’s 2,200 investment offices, thereby enhancing its level of efficiency.

“The financial industry still relies heavily on paper,” said Mark Abbott, Raymond James’ senior vice president for IT. “We needed a way to accelerate these processes by digitizing paper documents at their source and merging their data into a totally digital process. BlueThread’s integrated solution was exactly what we were looking for — a full-fledged ECM solution built on the SharePoint platform. After full deployment, we expect significant increases in efficiency and cost savings. Our branches will have greater transparency into and control of the documents they submit to the home office and will be able to handle transactions in a fraction of the time.”

BlueThread’s SmartDesk provides process automation in new account opening by eliminating many manual steps and delivers precisely the right information to the right processor at the right time. An innovative user interface allows users to quickly review applications and all supporting documents to complete the work in a fraction of the time normally taken. It makes complex processes across any enterprise simple, effective and fast.

BlueThread's SharePoint Server-based solution was selected over legacy and industry standard ECM vendors after a highly successful stress test proved the system could ingest and process in excess of a million documents and transactions within a single day. The integrated solution is cost effective and fits Raymond James’ overall technology strategy.

 “The process management capabilities we offer in K2 blackpearl will play a key role in driving productivity in this installation,” said Glen Bryant, K2’s VP – Americas. BlueThread’s SmartDesk is a perfect segue from paper to digital process for Raymond James and we are excited about the impact our joint solution is going to make.”

“BlueThread, Microsoft Corp., K2 and Raymond James make a great business alliance,” said Mark Brazeau, BlueThread’s President and Senior Principal. “By integrating multiple best-of-breed Microsoft-based technologies and providing comprehensive domain knowledge, our company will help Raymond James realize their business objectives cost effectively and at very low risk.”

# About Raymond James Financial, Inc.Raymond James Financial (NYSE-RJF) is a Florida-based diversified holding company providing financial services to individuals, corporations and municipalities through its subsidiary companies. Its three wholly owned broker/dealers, (Raymond James & Associates, Raymond James Financial Services and Raymond James Ltd.) and Raymond James Investment Services Limited, a majority-owned independent contractor subsidiary in the United Kingdom, have a total of more than 4,770 financial advisors serving approximately 1.6 million accounts in 2,200 locations throughout the United States, Canada and overseas. In addition, total client assets are approximately $211 billion, of which $35.8 billion are managed by the firm’s asset management subsidiaries.

**About BlueThread Inc.**

BlueThread, Inc. (www.bluethreadinc.com) is an Ann Arbor, Michigan-based company that specializes in integrated Enterprise Content Management (ECM) solutions that provide tangible business benefits. A Microsoft Value Added Partner, BlueThread specializes in the financial services and insurance industries. BlueThread principals, are experts in many technology and project management disciplines, and have successfully implemented over 200 ECM systems over the past 20 years for some of America's largest companies.

# About K2

K2-based solutions are deployed by a growing number of the global Fortune 100. K2, a business unit of SourceCode Technology Holdings, Inc., is headquartered in Redmond, Washington, and has offices all over the world. SourceCode, K2 and K2 blackpearl are registered trademarks or trademarks of SourceCode Technology Holdings, Inc., in the United States and/or other countries.

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