



## ***For Immediate Release***

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## **29West and Exegy Announce Next Generation Market Data Distribution Solution**

Chicago – 8 March, 2010 - 29West, Inc. the market leader in high-performance, low-latency messaging solutions, and Exegy, the hardware-accelerated market data appliance company, announced today a strategic new offering in market data distribution. The high-performance, space saving, cost effective market data solution for large trading groups is powered by the integration of 29West's next generation LBM messaging software with Exegy's unique low-latency market data appliance – the Exegy Ticker Plant.

The integration allows a single 2U appliance to consume all available data feeds and provide low latency market data distribution to 100s of client applications simultaneously. Competing solutions typically have a much larger server footprint in the data center.

"Through this integration with Exegy, we have found another innovative way to support customers in their drive towards the lowest latency with cost-effective, high performance market data for the enterprise," said 29West Global Head of Sales, Annalisa Sarasini.

Scott Parsons, Exegy Chief Scientist and Chief Architect said, "Our clients want to provide the ultra low-latency performance and space savings of our unique market data appliance to more and more

users. Integrating with 29West is a natural fit given its wide deployment in the high frequency trading space. This powerful combination represents the next generation of our Total Connect product line, and satisfies a growing need to deliver low latency market data deeper into the enterprise.”

#### **About 29West**

29West is the leader in high-performance, low-latency messaging solutions for financial institutions. Their Ultra Messaging<sup>®</sup> family of products provides up to a 10X latency reduction and 100X bandwidth improvement over traditional messaging designs across a wide range of use cases, including streaming, persistence, and caching, queuing and desktop distribution. 29West provides customers with the highest performing, most tunable, most controllable, most powerful messaging API in the industry, and allows full end-to-end monitoring capabilities. With more than 140 production deployments since 2004 and offices in Chicago, New York, London and Tokyo, 29West provides enterprise strength, enterprise-wide messaging. For more information, visit [www.29west.com](http://www.29west.com).

#### **About Exegy**

Exegy provides ultra-high performance hardware-accelerated computing appliances ([www.exegy.com/tickerplant](http://www.exegy.com/tickerplant)) that efficiently process and enrich market data for the world’s leading financial organizations. Exegy’s unique market data products respond to financial organizations’ growing demands for low latency, reduced cost of ownership, and flexibility. Exegy’s products are compatible with leading operating systems and network interconnects. For more information, please visit [www.exegy.com](http://www.exegy.com).