



*For immediate release:*

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## **29WEST OPENS IN THE ASIA PACIFIC REGION**

**Warrenville, Ill October 17 , 2007** – 29West, Inc., the Chicago-based developer of high performance messaging software solutions, today announced that the firm has opened sales and support offices in Hong Kong and Beijing with industry veterans Tim Marsh and HK Mo of Serisys Solutions.

29West's Hong Kong presence was established on October 1, 2007 and the firm's Tokyo operation will be open in November of 2007. Hong Kong offices are located at 18 Fenwick Street, Wanchai, Hong Kong with engineering located at the Hong Kong Science Park. Engineering and Account Management support is offered in English, Chinese and Japanese within the regions time zones.

Representing 29West, Inc. in the region are **Tim Marsh**, Serisys Solution's Chairman who has more than 25 years of experience in the IT, Capital Markets and Banking industries in Asia and Europe for UBS, Accenture and Standard Chartered Bank and **HK Mo**, CEO of Serisys Solutions who brings more than 25 years of IT experience in the Capital Markets and Banking industries in Asia for UBS and HSBC (formerly Midland Bank). Serisys Solutions has over 25 employees specializing in Capital Markets technology and engineering support.

“We have seen growing interest in 29West messaging solutions in Hong Kong, Tokyo, Singapore and other Asia Pacific markets over the past several years. Given our commitment to establish a local presence for support and to meet the very strong market demand, we are excited to be opening our Hong Kong and Tokyo offices. With offices in Hong Kong, Tokyo, London, New York and Chicago, we now have a local presence in five of the key financial markets worldwide and can offer true 24 hour support in each market. With Tim's and HK's extensive background in the industry and the Asian markets in particular, Serisys Solutions is a great fit to lead our Asian operations. Their experience in the financial services industry will be invaluable as we continue to rapidly grow our worldwide customer base and meet our clients' demands for stable, low latency

and high performance messaging solutions.” said Mark Mahowald, Founder and President of 29West.

“Financial institutions in Asia Pacific can now adopt 29West’s leading high-speed messaging solutions with full local service and support from 29West and Serisys” said Tim Marsh, Chairman of Serisys.

***About 29West***

29West is the leader in high-performance, low-latency messaging solutions for financial institutions. Founded in 2002 by Mark Mahowald (former COO of Talarian), 29West team members have been at the forefront of high-speed, real-time data distribution and networking since the mid-1980s. From its first release in November 2004, 29West’s Latency Busters® Messaging (LBM) has set a new standard in performance for financial market messaging and has been deployed in over 100 firms worldwide. With the introduction of Ultra Messaging™ for the Enterprise (UME) at the end of 2006, 29West has added persistence and delivery confirmation to its industry leading messaging product offerings. With offices in Chicago, New York, London, Hong Kong and Tokyo, 29West supports the financial markets worldwide.

For more information, visit <http://www.29west.com>

***About Serisys Solutions***

Serisys provides IT services to the Capital Markets and Banking industries in China and the rest of the Asia Pacific region and is headquartered in Hong Kong. The services provided by Serisys include Application Service Provision, Application Implementation and Application Support. Serisys services and supports next generation software applications developed by our partners.

For more information, visit <http://www.serisys.com>