



For immediate release

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**29West Announces Powerful Monitoring Tools
with LBM 3.4 and UME 2.1**

Chicago and Trade Tech Architecture London, 25 February, 2009 – 29West today announced the general availability of LBM release 3.4 and UME release 2.1. Key features of these releases are greatly expanded monitoring and support for added control to tune performance in a high loss environment.

Monitoring to ensure there is no loss and that receiving applications are not falling behind is the next key to optimizing system level performance, and ultimately, profitability for high frequency traders in banks, exchanges and hedge funds. LBM 3.4 provides additional monitoring information that allows application developers to monitor the performance and health of their messaging applications in real time, using graphical SNMP management stations or other monitoring tools. The added ability to monitor receiver queue depth ensures that the 29West ultra low-latency transport is being fully leveraged by the receiving application. LBM 3.4 and UME 2.1 include monitoring tools that are unique in exposing how far behind an application might be running due to this latency.

“There is a lot of attention focused on messaging latency, and rightly so,” said Mike Garwood, director of software development at 29West, “as low-latency messaging is critical to optimal system performance.

“One thing we have noticed is that in many cases, our customers have a rock solid messaging layer, but there are ‘silent killers’ of latency buried in the broader system design,” Garwood explained. “For example, if a receiving application is 4 messages behind, the transport messaging latency may no longer be the weak link in the chain. Until the receiving application is able to keep up, latency will increase as messages wait for the receiver to be ready to process them. By exposing queue depth information and other key parameters via SNMP, we can provide the application developer a real-time dash board on the true end-to-end performance of their system,” he added. “This allows customers to see exactly how much buffering latency is being added on message receivers, a previously silent source of end-to-end system latency.”

The improved statistics are included as part of LBM 3.4/UME 2.1 and later, and can be used easily with 29West’s SNMP Monitoring Agent 1.1 and later, or incorporated into other monitoring tools. All these products are in general availability today.

From customers building and running smart order routers and exchange order execution platforms to small proprietary trading firms, electronic market makers and foreign exchange systems engineers,

29West addresses ultra low-latency messaging needs for the financial industry. In all cases, users report that aggressive monitoring enables significantly better performance.

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Notes to Editors

ABOUT 29West

29West is the leader in high-performance, low-latency messaging solutions for financial institutions. With its initial release in November 2004, 29West's Latency Busters[®] Messaging (LBM) set a new standard in performance for financial market messaging and has been deployed in more than 120 firms worldwide. With the introduction of Ultra Messaging[®] for the Enterprise (UME) at the end of 2006, 29West brought the unique Parallel Persistence[®] design to guaranteed messaging. Where other solutions send first to a store and then to the end receiver, 29West UME solutions send to the end receiver in parallel with delivery to the store, resulting in dramatic increases in throughput and drops in latency. With offices in Chicago, New York, London and Tokyo, 29West supports the financial markets worldwide.

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

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