



For immediate release:

Contacts:

Mark Mahowald / 29West, Inc.
630-836-2990, ext.646 / mark@29west.com

Martin Rabkin / martinrabkinink
914-420-5739 / mrabkin@martinrabkinink.com

29West Shatters the Millisecond Latency Barrier with Release 1.5 of Latency Busters™ Messaging Software

Warrenville, IL, & SIA Technology Management Conference, NY, NY, June 21, 2005 –

29West, Inc., the Chicago-based developer of high-performance messaging software solutions, announced today the introduction of Latency Busters™ Messaging (LBM) release 1.5. at the SIA Technology Management Conference at the New York Hilton.

LBM is currently in production at several top tier banks and trading firms worldwide. General availability of LBM release 1.5 brings a host of new features and tuning capabilities to LBM customers and prospects.

With LBM, financial market users have been able to break the limits on throughput and dramatically lower latency when compared with leading systems on the market today.

“Raw performance numbers are sometimes misleading. Although our raw throughput and latency numbers are stunning – over 1.4 million messages per second between two commodity class PCs, with latency as low as 100 microseconds – the real test is how our next-generation messaging solution perform within a customer’s integrated application,” said Mark Mahowald, president at 29West. “Many of our customers and evaluation accounts measured staggering improvements of three to 10 times higher throughput simply by replacing existing messaging system with LBM.”

Based on these results, 29West is extending their Latency Busters Challenge evaluation program, where prospects can receive extended, no-cost evaluation software to measure gains for themselves. “When we talk to prospective customers, they have difficulty believing they can achieve these performance improvements as well as increased stability in the face of high loads,” stated Robert Van Valzah, director of technical marketing at 29West. “With our next-generation design, we’ve removed the server bottlenecks inherent in server-based products, plus the extra data copies and processing involved in the classical daemon-based approaches prevalent in the market today. We’re simply a more efficient solution.”

LBM is a standalone product for exchanges, performance-focused trading shops and large end-users that need high-performance messaging solutions. 29West also provides an OEM licensing model to allow financial market application vendors to embed LBM inside a broader market

solution. 29West's strategy is to meet the needs of a growing array of sophisticated users who are looking for a market advantage in their data-delivery architecture and view lower latency and higher throughput as advantages they can leverage to improve their competitive position.

About 29West

Founded in 2002 by a former Talarian executive, 29West team members have been at the forefront of high speed, real-time data distribution and networking since the mid-1980s. They created the original architecture and led the implementation of the first Rich/Reuters TRIARCH digital trading floors. They also crafted the TCP/IP stack that was shipped with many major OEM UNIX implementations, including SVr4 from AT&T USL. Additionally, 29West engineers were responsible for the first commercial implementations of Cisco's PGM reliable multicast protocol, as well as the commercialization and support of the Lucent-designed RMTP II reliable multicasting protocol. For more information, visit <http://www.29west.com>.