



For immediate release:

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29West Announces Support for Cisco Server Fabric Switches

STAC Benchmarking Shows Dramatically Lower Latency for Multicast Market Data Infrastructures running Latency Busters Messaging with Cisco Datagram Acceleration Layer (DAL) Software

New York September 17, 2007 - 29West, Inc., pioneers in low-latency messaging technology, today announced support for 29West Messaging on Cisco InfiniBand Server Fabric Switch solutions, providing system architects with the high performance of Cisco's InfiniBand-based switches and software and 29West's low-latency messaging technology.

"As a Cisco Industry Solution Partner we are very pleased to be working with Cisco and to be able to offer Cisco's financial services customers a high-performance messaging choice as part of this industry leading solution. As latency and stability under load become more and more critical, we are seeing continued growth in the market for our Latency Busters® Messaging (LBM) and Ultra Messaging™ for the Enterprise (UME) products. The trend is toward higher performance data delivery and that trend is forcing many firms to reconsider how they distribute and share data. This pressure towards low latency and high performance plays well for us, given our performance advantages over the other commercial messaging products available today," said Mark Mahowald, president and founder of 29West.

29West's LBM is a fast, efficient, lightweight messaging system targeted specifically at low-latency, high-speed streaming messaging applications. UME is a low-latency, high-speed persistent messaging solution with delivery confirmation that is designed for larger firms that need a new messaging model to replace legacy messaging solutions enterprise-wide.

The Cisco Datagram Acceleration Layer (DAL) software is designed to significantly accelerate the applications and middleware without requiring any changes to a trading application. When combined with Cisco InfiniBand Server Fabric Switches, the new Cisco DAL software will help customers to handle rising messages rates, while reducing the message delivery latency between server nodes. InfiniBand takes advantage of Remote Direct Memory Access (RDMA) technology greatly reducing latency, latency jitter and CPU utilization while increasing the throughput and message rate capacity of automated trading environments.

"We recently had the opportunity to test 29West LBM on a DAL-enabled Cisco InfiniBand solution as part of a market data system using Wombat Financial Software's market data distribution software," said Jack Gidding, Associate Director of the Securities Technology Analysis Center (STAC), an independent firm that specializes in the optimization and benchmarking of trading systems. "The improvement in mean latency and jitter compared to standard UDP with gigabit Ethernet was very significant." The full report is available at www.STACresearch.com/29west.

"The continued growth of algorithmic trading, combined with regulations such as RegNMS and MiFID, require capital markets firms to look for the highest performing IT infrastructure and

applications possible,” said Bill Erdman, Marketing Director at the Server Virtualization Business Unit at Cisco. “Cisco is committed to collaborative efforts that provide jointly tested solutions to give our customers the best possible competitive advantages.”

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, and London, 29West supports the financial markets worldwide.

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