



***For immediate release***

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**Direct Edge and 29West Release Next-Generation Exchange Case Study**

Chicago, USA, 14 September, 2009 - 29West, the market leader in high-performance, low-latency messaging solutions, today announced the completion of their case study of next-generation exchange customer Direct Edge.

Contained in the report is information about the exchange system used by the ISE Stock Exchange (ISE-SX), which was acquired by Direct Edge last year. ISE-SX knew that their next-generation systems must:

- Sustain a much higher rate of growth in customers, markets, and volume
- Reduce latency throughout their system
- Reduce cost and reduce system footprint
- Increase system stability and availability

29West's UME was chosen after an in-depth evaluation period in which ISE-SX looked at many different proposed solutions.

"Having looked at a number of messaging technologies, both hardware and software, 29West, using commodity hardware, consistently outperformed the others without the need for proprietary, restrictive, and unproven hardware appliances," said John Ryan, architect of the ISE-SX system re-design, and Chief Architect at Direct Edge.

Included in the full case study is an in-depth look at the previous and current system designs, highlighting the benefits garnered from the switch, including:

- Seamless ability to increase system scalability
- Zero-latency Hot/Hot failover
- 50% reduction in hardware costs
- All while handling a 5X increase in the number of transactions

Please contact 29West at [info@29West.com](mailto:info@29West.com) or 1-630-836-2990 for the full report.

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Notes to Editors

**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, caching, queuing and desktop distribution. 29West provides their 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 130 production deployments since 2004 and offices in Chicago, New York, London and Tokyo, 29West provides enterprise strength, enterprise wide messaging. For more information, visit <http://www.29west.com>.

**About Direct Edge**

Direct Edge offers the next generation of displayed markets. With U.S. cash equities volume routinely exceeding 2 billion shares per day, Direct Edge uses multiple ECN and exchange platforms and unique order types to match complementary forms of liquidity based on sensitivity to transaction cost, fill rate, and fill speed, while maintaining high execution quality and low latencies. Headquartered in Jersey City, N.J., Direct Edge is owned by a consortium that includes the International Securities Exchange, Knight Capital Group, Inc., Citadel Derivatives Group, The Goldman Sachs Group, and J.P. Morgan. More information about Direct Edge is available at <http://www.directedge.com>.  
Everybody Needs Some Edge.

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