



**For immediate release:**

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## **29West and Intelligent Wave Partner to Serve Financial Institutions in Japan**

***- Intelligent Wave Inc. and 29West Japan, Inc. Join to Provide Ultra Low Latency Messaging Solutions to the Securities Industry in Japan.***

**Tokyo - March 25, 2008** - 29West, Inc., pioneers in low-latency messaging technology and Intelligent Wave, Inc. (IWI), integration specialists in network technologies serving the financial services industry today announced a technology and business partnership in which IWI will be providing 29West ultra-low latency solutions and technical support to securities firms and other financial institutions in Japan.

“29West Japan is very pleased to be working with IWI and to be able to offer IWI’s financial services customers a high-performance messaging choice as part of their industry leading solutions. Through our direct sales efforts and through key partners like IWI, 29West is committed to the Japanese market and we are very pleased with the market growth we are seeing,” said Mark Mahowald, founder and president of 29West.

“There is a clear market need for high performance messaging solutions in Japan and we are seeing rapid growth in the market for our Latency Busters<sup>®</sup> Messaging (LBM) and Ultra Messaging<sup>®</sup> for the Enterprise (UME) products,” Mahowald added. “The trend is toward higher performance data delivery and that trend is forcing many firms to reconsider how they distribute and share data. As the need for these solutions grows globally, 29West is poised to meet that need.”

“IWI is very excited to be working with 29West and to be able to offer LBM to customers as a high-performance messaging choice. There is a big market need for high performance messaging solutions in Japan. In particular, most securities companies need these solutions to prepare for the Tokyo Stock Exchange’s next-

generation trading system. We are also seeing rapid growth in the market for Latency Busters Messaging or LBM,” said Yoshiyuki Yamamoto, president of IWI.

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About 29West, Inc.

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 100 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>

About Intelligent Wave, Inc.

IWI is a company specializing in securities front office systems, comprising a retail banking online systems division, a system solutions division, and a security systems division. IWI’s market data distribution systems have dominated the market for nearly 20 years. In addition, IWI has implemented messaging middleware for major financial institutions across the region.

Website: <http://www.iwi.co.jp/en/default.htm>