



***For immediate release:***

**Contacts:**

Mark Mahowald / 29West, Inc.  
630-836-2990, ext. 646 / [mark@29west.com](mailto:mark@29west.com)

Martin Rabkin / martinrabkinink for Smart Trade  
914-420-5739 / [mrabkin@martinrabkinink.com](mailto:mrabkin@martinrabkinink.com)

## **29West Announces Full Integration of its LBM and UME Low-Latency Messaging Software with Smart Trade's Liquidity Management System**

**Enables Investment Banks to Streamline Execution Processes across Asset Classes at  
Faster, More Efficient, Ultra-High Speeds**

**Warrenville, IL, November 28, 2006** – 29West, Inc., a leading provider of high-performance messaging software solutions, today announced that Smart Trade Technologies, the financial markets leader in liquidity management systems (LMS), now offers full integration with 29West's Latency Busters® Messaging (LBM) and Ultra Messaging™ for the Enterprise (UME) low-latency messaging products. This integration enables Smart Trade to offer investment bank customers streamlined execution processes across asset classes with very efficient messaging speeds.

29West's LBM is a fast, efficient, lightweight messaging system targeted specifically at low-latency, high-speed streaming messaging applications. Currently being rolled out, 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. Integrated with Smart Trade's LMS, which automates execution management of transactions across the enterprise and creates a central liquidity pool across all assets, leveraging the existing trading engines in place, banks can realize additional gains in messaging performance beyond Smart Trade's own ultra-high speed processing times by opting for 29West's LBM and UME products.

According to Smart Trade's co-founder and CTO David Vincent, Smart Trade selected UME for its stability and performance advantages after extensive testing. "After normalizing and abstracting deal flows to create a central liquidity pool and order book, our customers need to smart-route the matching of internal and external liquidity at ultra-high speeds. This is why we

defined the need for a pluggable messaging transport within our componentized LMS,” said Vincent. “29West’s advanced messaging products will help our customers leverage their existing trading engines and infrastructures already in place to gain a highly advanced liquidity execution management solution.”

“We are very pleased to be working with Smart Trade and to be able to offer SmartTrade 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 UME. 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.

***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. 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 50 firms worldwide. With the introduction of UME, 29West has added persistence and delivery confirmation to its industry leading messaging product offerings. For more information, visit <http://www.29west.com>

***About Smart Trade***

Smart Trade automates execution across the enterprise by providing the financial markets with the most sophisticated Liquidity Management System (LMS) that enables investment banks, brokers and exchanges to streamline their execution process across multiple-asset classes around the globe. For more information, visit <http://www.smart-trade.net>.

# # #