



For immediate release:

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29WEST OPENS LONDON OFFICE, HIRES VETERAN INDUSTRY EXECUTIVE

Warrenville, IL February 22, 2007 – 29West, Inc., the Chicago-based developer of high performance messaging software solutions, today announced that the firm has opened an office in London and hired a veteran industry executive, Annalisa Sarasini.

29West's London office, which will be fully operation as of March 1, 2007, is located at 75 Cannon Street, London EC4N 5BN. The office's telephone number is 44 (0) 207 556 7019

The company has named Annalisa Sarasini as Director of Business Development EMEA. Annalisa will be responsible for sales and business development activities in the region and will manage the London office. Prior to joining 29West, Ms. Sarasini was responsible for Business Development and Technical Sales at IONA Technologies supporting the firm's SOA solutions within the financial and telecommunications community throughout Northern Europe.

Prior to IONA, Ms. Sarasini was a Senior Architect and Sales Engineer for Sonic Software with responsibilities in eleven European countries. Ms. Sarasini has extensive experience as an authority on architectural design within the financial and telecommunications sectors.

"We have seen growing interest in 29West messaging solutions in London and other European markets over the past several years. Given our commitment to establish a local presence for support and to meet the market interest, we are excited to be opening our London office. With offices in London, New York and Chicago, we now have a local presence in three of the key financial markets worldwide," said Mark Mahowald, Founder and President of 29West.

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Mark adds, “With Annalisa’s extensive background in the industry and the European markets in particular, Annalisa is a great fit to head our London office. Her experience in the financial services industry will be invaluable as we continue to rapidly grow our customer base and meet our clients’ demands for stable, low latency and high performance messaging solutions.”

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 New York, Chicago, and London, 29West supports the financial markets worldwide.

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