



For immediate release:

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29WEST OPENS NEW YORK CITY OFFICE, HIRES TWO VETERAN FINANCIAL SERVICES INDUSTRY EXECUTIVES

Warrenville, IL. Dec. 9, 2005 – 29West, Inc., the Chicago-based developer of high-performance messaging software solutions, today announced that the firm opened an office in New York City and hired two veteran financial services executives, Robert Breisch and Kevin M. Clancey.

29West's New York City office, which opened on December 1st, is located at One Liberty Plaza, 23rd Floor. The office's telephone number is (212) 835-9485. The opening of the New York office follows the growing firm's opening of an office in Philadelphia in October.

The company named Mr. Clancey as Director of New York Sales. He will be responsible for directing sales and business development activities in the region and managing the New York office. Before joining 29West, Mr. Clancey held various senior-level management and sales positions with Accurum Inc. and FAME Information Systems.

29West also named Mr. Breisch as Director of Midwest Sales. He will be responsible for sales and business development in the Midwest and Canada. Mr. Breisch brings a wealth of experience and financial market sales expertise having held senior sales positions at Sonic Software, TIBCO Software, Talarian Corporation, Reuters, and Global Crossing Financial Markets.

"We are very fortunate that Kevin and Bob have joined the team at 29West," said Mark Mahowald, Founder and President of 29West. "Their extensive sales experience and expertise in the financial services industry will prove invaluable as we continue to rapidly grow our customer base and meet our clients' demands for state-of-the-art, high-speed messaging software solutions."

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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. They also crafted the TCP/IP stack that was shipped with many major OEM UNIX implementations, including SVr4 from AT&T USL. Additionally, 29West engineers were responsible for the first commercial implementations of Cisco's PGM reliable multicast protocol, as well as the commercialization and support of the Lucent-designed RMTP II reliable multicasting protocol. For more information, visit <http://www.29west.com>.

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