



**PRESS RELEASE – FOR IMMEDIATE RELEASE**

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**B2N Selects 29West Messaging Software to Deliver MarketHub Over LBM to Expand Choice and Flexibility and Reduce Latency**

- Users benefit from combining multicast transport with best-in-class messaging solutions
- B2N and 29West to publish data latency and throughput white papers

London and Cambridge (MA) March 17, 2008 – 29West today announced that B2N has chosen Latency Busters® Messaging (LBM) to transport data on its ultra low latency platform. The introduction of 29West's LBM software will greatly expand choice and flexibility for B2N customers who are already using the LBM infrastructure and new customers looking to benefit from multicast transport.

The new transport uses B2N's cutting edge data representation protocol – OneThreeSeven (OTS) – capable of shrinking the size of a standard message from 200 bytes to approaching 100 bytes, improving both throughput and latency by almost 50percent. With a local presence in UK, Europe and the USA, B2N delivers to its customers the MarketHub platform, transporting vast amounts of low latency financial market data. B2N's unique zero latency technology dramatically increases the throughput of the platform. MarketHub tools assist in the development of in-house solutions on various platforms and programming languages.

"We recognize that the new transport supported by MarketHub, together with cutting edge data representation, leverages our product well ahead in this competitive market," commented Angel Uzunov, B2N's VP Sales RAM. "We felt a real buzz when we put our services together with 29West - the data latency and throughput white papers that we are preparing to publish with them [29West] will surprise many who thought such performance would be prohibitively expensive, if available today," said Uzunov.

Annalisa Sarasini, EMEA Sales Director, 29West, said: "Choice, flexibility and latency are key considerations for businesses when choosing their messaging infrastructures. 29West's LBM messaging system, supported by MarketHub and OTS, enables a high performance messaging solution that is well suited to the industry. We are excited about working with B2N as the strength of our products will support those firms who want to be in the front of the low latency movement."

29West's LBM is a fast, efficient and lightweight streaming messaging system targeted specifically at market data applications. Its many unique design features, providing low latency, stability and control under heavy work loads, as well as integration flexibility, make it particularly well suited for applications with very high message rates.

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#### ABOUT B2N

B2N offers high-speed data transfer solutions serving financial markets with user-friendly interfaces and tools for the specific requirements of professionals within various types of financial institution. MarketHub provides feed handlers for Bloomberg's B-Pipe Broadcast, B-Pipe On Demand (BPOD), PATS, FIX, Sycom (Sydney), BSE (Bulgarian Stock Exchange) and RMDS. B2N has local offices in both the UK and the US and a professional remote development team in Bulgaria.”

For more information visit: <http://www.b2net.net/>

#### ABOUT 29WEST

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>