



***For immediate release:***

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## **29West Announces Support for .NET and C# API's With Release 2.2 Of Latency Busters® Messaging Software**

**Warrenville, IL, May 22, 2006** – 29West, Inc., a leading provider of high-performance messaging software solutions, today announced the general availability of release 2.2 of Latency Busters® Messaging (LBM) software. This release provides support for Microsoft's popular .NET framework

LBM has been setting the performance standard in high-speed messaging since its commercial release in November 2004. LBM's serverless and daemonless design has provided dramatic performance gains over the legacy messaging solutions and has proven its value in the market, with LBM now being used by 4 of the 10 largest banks as well as many hedge funds, and exchanges. With release 2.2, 29West adds to its Microsoft platform support by offering an API for the .NET Framework, versions 1.1 and 2.0. This allows LBM to be used with all Microsoft Visual Studio languages, including C#, J#, Visual Basic, and Visual C++. Now it's easy to integrate LBM with Web Services using ASP.NET. The LBM design breakthroughs offer a next-generation approach to messaging that addresses the higher message rates and lower latency demands of today's Ultra Messaging™ marketplace. Electronic exchanges, computer-driven trading and increasing competition have caused a dramatic increase in market data volumes. LBM gives investment professionals a competitive advantage in the market by providing a messaging layer that was designed from the ground up to address this emerging market demand and sets the standard for performance in the marketplace.

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“With support for .NET, 29West has made it easier for firms building on Microsoft’s development framework to leverage the highest performing messaging software on the market today. We’ve seen a great acceptance of LBM through our existing C and Java interfaces in the Linux, Unix, and Windows markets. Release 2.2 allows Windows programmers more comfortable with managed languages to access the power and performance of LBM. Customers all want the same things: the highest performance, great stability under load, and ease of integration and deployment. With .NET support in addition to our C and Java API’s, we provide customers with a range of choices to make integration easier. We have been very successful in customer evaluations and that is why we encourage companies who care about messaging stability, throughput and latency to get LBM software as part of a no-cost evaluation to see for themselves whether we can provide them a competitive edge,” said Mark Mahowald, President and founder of 29West.

Mr. Mahowald added, “With over 20 evaluations underway today, we are seeing a good deal of interest in LBM in a range of financial market applications. While we expect that future releases of legacy messaging products will leverage some of the design concepts pioneered by 29West over 2 years ago, they will be hard-pressed to match our performance. Many of the competing messaging products on the market today trace their origins back to the mid 1980’s and were never designed with today’s market data rates in mind. They have evolved over the last 20 years to service a wide range of messaging needs and application spaces, from Web Portals to EAI to market data, while we are able to focus solely on the highest performance end of the financial markets. This has allowed us to optimize our design for a single problem, and provides our customers with a clear performance advantage.”

29West offers LBM as a stand-alone product for use by exchanges, performance-focused trading shops and large end-users that require high-performance messaging solutions. 29West also provides an OEM licensing model to allow financial market application vendors to embed LBM inside a broader market solution. 29West’s strategy is to meet the needs of a growing array of sophisticated users who are looking for a market advantage in their messaging architecture and view lower latency and higher throughput as advantages they can leverage in their business.

#### ***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. 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. From its first release in November 2004, 29West’s Latency Busters Messaging has set a new standard in performance for financial market messaging. For more information, visit <http://www.29west.com>.