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**29West's Latency Busters® Messaging Software Selected for
National Stock Exchange's® New Technology Platform**

Warrenville, IL, and Futures Industry Association Expo, Chicago IL, November 28, 2006 –

29West, Inc., a leading provider of high-performance messaging software solutions, and National Stock Exchange (NSXSM), the nation's first all-electronic stock exchange, today announced that NSX has based its market data distribution system for its newly launched technology platform, NSX BLADESM, on the 29West Latency Busters Messaging (LBM) software.

LBM has set a new performance standard in high speed messaging since its commercial release in November 2004. After extensive testing against other commercially available messaging solutions, NSX chose LBM because of the stability and performance advantages it provides.

"Launching an entirely new, state-of-the-art technology platform, our goal was to offer the lowest latency and greatest fairness in data delivery and stability in the face of growing volume." said Paul Arber, NSX Chief Technology Officer. "LBM provided us a superior performance advantage. With the vast majority of exchanges today running legacy messaging solutions, we see LBM as one of the best design decisions we have made to help us deliver the very best service to our customers." he added.

"We are very pleased to be working with the National Stock Exchange and to be a part of this industry leading solution." said Mark Mahowald, President and Founder of 29West. "As latency and stability under load become more and more critical, we are seeing continued growth in the

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market for LBM. The National Stock Exchange is part of the trend 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 since we offer the highest performing messaging software on the market today.”

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 data-delivery architecture and view lower latency and higher throughput as advantages they can leverage to improve their competitive position.

NSX launched NSX BLADE on October 23, 2006. Incorporating LBM, NSX’s new technology platform was built from the ground up to meet today’s speed, price and service needs. Designed by leading IT experts with proven success in this space, the new system was built with today’s most advanced technology, rather than being based on a legacy system. The platform offers unprecedented speed, scalable capacity, connectivity options and highly competitive exchange pricing due to NSX’s low overhead and unique operating leverage.

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 National Stock Exchange, Inc.

NSX, the nation’s first all-electronic stock exchange, is the low-cost provider of exchange services. Having replaced its physical trading floor with a completely automated market in 1980, NSX has been a model of exchange efficiency and a driving force for change in the world of securities exchanges. Founded in 1885, NSX continues to lead the way in exchange innovation. For more information, visit NSX’s website at www.nsx.com.

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