



Press Release for Immediate Release

Contact:

Dan Simon/Sarah Gill

Cognito

1 646 495 5550/+44 207 438 1000

29west@cognitomedia.com

Kurt Klein

29West Inc.

1 630 836 2990 x610

kklein@29west.com

29West appoints Tim Mund to lead sales team as part of global expansion

- *Senior executive brings over 15 years sales experience including work at NASDAQ and NASD*
- *Mund to focus on worldwide sales efforts and drive expansion in the financial markets*

Chicago - January 14, 2008 - 29West, Inc., the market leaders in low-latency messaging solutions, today announced that Tim Mund has been appointed to head up the firm's sales efforts worldwide. In his role, Mr. Mund will take responsibility for expansion into new regions and of 29West's key market segments, which include many of the leading banks and investment firms, hedge funds and exchanges world wide. Mr. Mund will also focus on helping 29West's banking clients reduce their overall costs by driving the adoption of 29West's persistence messaging solutions across other areas of the banking enterprise beyond market data.

With a successful track record of over 15 years in sales, Mund brings with him valuable experience working in the technology and financial sectors. Prior to joining 29West, Mund worked at Verizon and managed highly specialized business projects with The NASDAQ Stock Market and the NASD from 2000 until 2006. In mid-2006, Tim made the move to Solace Systems where he focused on developing new client relationships in the financial markets on the East Coast.

Of his appointment, Mund said, "I am excited to join a company that is winning worldwide in the low-latency messaging space. The company's success to date has been due in no small part to the quality of its products and people and I look forward to growing the market world wide."

Mark Mahowald, founder and CEO of 29West, commented: "We have been experiencing rapid growth with revenues tripling year over year. With the addition of new staff and customers in the US, Europe and Asia, it was time to bring in a global sales manager to help manage and grow our sales efforts. Tim's background and customer focus make him a great fit. We are excited to have Tim join 29West as we meet the needs of the low-latency messaging market on a global scale."

- More-

About 29West (www.29west.com)

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 added persistence and delivery confirmation to its industry-leading messaging product offerings. With offices in Chicago, New York, London and Tokyo, 29West supports the financial markets worldwide.

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

###