



For immediate release:

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29West Announces Ultra Messaging™ for the Enterprise

Warrenville, IL, September 12, 2006 – 29West, Inc., a leading provider of high-performance messaging software, announced today that it is extending its product family with the introduction of an enterprise-level messaging product. 29West's new Ultra Messaging for the Enterprise (UME) product provides full support for persistent messaging, message delivery confirmation, and late join support with no single point of failure. Early access customers will be able to start working with UME at the end of September, with general availability planned for November of this year. Already the clear performance leader for streaming messaging with LBM, the development of UME will offer 29West's breakthrough performance and design concepts to an entirely new class of messaging applications enterprise wide.

UME shares the proven and performance-leading Latency Busters® Messaging (LBM) API and offers "C", .NET, and Java programming interfaces. While providing the same breakthrough performance for streaming data as the industry leading LBM messaging software, UME will provide additional support for persistence, a persistent store, delivery confirmation, durable subscriptions, late join support, and a range of failover options.

"We wanted to build on the design concepts that have proven themselves so well in the market with LBM over the past 2 years, and apply them to a new product designed to meet the large enterprise need for persistence and delivery confirmation while not losing our performance advantage in streaming data" said Todd Montgomery, Principle Software Architect at 29West. Mr. Montgomery added, "By adding a persistent store that receives the message stream in parallel with the receiving application, we can allow persisted data to flow to receivers without delay."

“Since the introduction of Latency Busters® Messaging (LBM) in 2004, 29West has been the performance leader in the delivery of streaming market data and other low-latency, high-performance messaging needs. In discussions with many of our customers, it became clear that in addition to a solution for streaming applications, there was a need for a messaging solution that would combine a high-performance and flexible streaming messaging model with persistence and delivery confirmation. This need was strongest in the larger firms who wanted a new messaging model to replace legacy messaging solutions enterprise wide. We created UME to address this market need,” stated Mark Mahowald, founder and president of 29West.

29West offers both UME and LBM as stand-alone products 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 also responsible for the first commercial implementations of Cisco’s PGM reliable multicast 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>.

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