



### **Press Contact**

Katy Zack

Articulate Communications Inc.

212.255.0080, ext. 11

[kzack@articulatepr.com](mailto:kzack@articulatepr.com)

## **ACTIV Financial Bolsters Global Expansion With Two Executive Appointments**

*Increasing Global Demand for Cost-effective Market Data Management Fuels Continued Growth*

**NEW YORK– June 8, 2009 – [ACTIV Financial](#)**, a supplier of fully managed low-latency market data solutions, today announced the appointment of two industry veterans to support its rapid growth as a global solutions provider. Scott Hall, managing director of North America, and Steve Williams, VP of professional services, join ACTIV to capitalize on the company's success, continue driving global growth and deliver top-notch client support to the company's rapidly growing customer base.

Following the launch of its European direct sales effort earlier this year, ACTIV now supports local and global access across major market centers in North America, Europe, Asia and Latin America, delivering low-latency, value-add data from more than 130 sources. Providing a front-to-back market data management solution, ACTIV enables customers around the world to save almost \$200,000 per month in maintenance fees alone compared to in-house solutions in a typical direct feed deployment.

"We strongly believe that success in the market data space is based on four things: advanced technology, global reach, reliable support and constant innovation," said Steve McNeany, CEO of ACTIV Financial. "ACTIV continues to invest in quality leaders with proven market data expertise to support our clients with exceptional customer service and a continually improving value proposition."

"ACTIV's reputation as strong market data and technology experts combined with its client focus and cost-effective approach makes it the best global provider in this space," said Scott Hall, managing director of sales, North America of ACTIV Financial. "I am very excited to join at this pivotal time as the firm expands its market data coverage and delivery options, introduces next-level services and continues to advance our technology."

Prior to joining ACTIV, Scott Hall was the general manager and founder of Briarcliff Hall, a consulting firm focused on research, trading and accounting systems. Before that, Hall served as global managing director of commodity/energy data management and analytics at Logical Information Machines. He also held positions as specialty managing director, data solutions at Thomson Financial covering all real-time and historical feeds in the Americas, and general manager of North America for FAME Information Services. Earlier in his career, he worked at Zacks Investment Research/IBM, Lehman Brothers and J.P. Morgan. He has a master's of business administration from New York University.

Steve Williams, VP of professional services, joins ACTIV most recently from Rockit Solutions where he served as vice president of product management and marketing. Prior to Rockit, Williams held senior-level positions at technology providers and consultancies, including Value Line, Choicemaker Technologies, Sound Financial Technologies, ADP Brokerage Information Services Group and Telekurs, where he designed and supported global systems for customers. He holds a bachelor's degree from Cornell University.



ACTIV Financial will be exhibiting at the SIFMA Technology Management Conference on June 23-25, 2009, at the Hilton New York. For more information or to schedule a meeting, please contact [kzack@articulatepr.com](mailto:kzack@articulatepr.com).

**About ACTIV Financial**

ACTIV Financial Systems, Inc. is a leading provider of market data content and technologies to market makers, hedge funds, brokers and trading systems. The company provides managed low-latency and high-volume market data services to more than 300 customers worldwide. As vendor of record, ACTIV also delivers consolidated, hosted and on-site ticker plant services for exchanges around the globe. ACTIV is privately owned with offices in Chicago, New York, Tokyo, Singapore and London. To learn more about ACTIV, visit: <http://www.activfinancial.com>.

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