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ACTIV Financial Supports Continued Growth with Executive Appointments

Seasoned Market Data Industry Veteran Joins to Meet Global Demand

NEW YORK– Aug. 25, 2009 – [ACTIV Financial](#), a supplier of fully managed low-latency market data solutions, today announced it has expanded its roster of market data experts to support current clients and continue driving strong growth in major global financial markets. Among the new executives is Heather Halloran, who joins ACTIV in its Chicago office to build on the company's success. Halloran will lead sales and business development efforts in the region to meet escalating market demand in the dynamic futures and options marketplace.

With 15 years of experience in the market data industry, Halloran joins ACTIV from Interactive Data Corporation. While at Interactive Data, Halloran drove new business for market data services including real-time, company fundamental and foreign exchange data and supported top institutional firms across the U.S. Prior to Interactive Data, Halloran held various sales management roles at Hyperfeed Technologies and PCQuote.com. Throughout her career, she has consistently delivered sustained revenue growth and exceeded sales targets.

“ACTIV is uniquely positioned to deliver high-quality data, low-latency infrastructure and global support,” said Heather Halloran. “As a technology innovator, ACTIV is responding to the needs of the market, and I’m pleased to join such an exciting company and contribute to its continued growth and global expansion.”

In recent months, ACTIV has added respected industry veterans [Scott Hall](#), [Steve Williams](#) and [David Hann](#) to its executive team to enhance client support and meet demand across its global operations. The company has also promoted Judy Chronic to global content manager, a new position established to serve ACTIV's growing network of data sources, which now includes more than 130 data feeds.

“Global financial firms today realize they cannot address their dynamic market data requirements with legacy infrastructures, and are turning to ACTIV to provide an alternative,” said Frank Piasecki, president and co-founder of ACTIV. “We continue investing in market data experts to help us build on our success and continue expanding our complete global service offering for quality, low-latency market data solutions.”



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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