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ACTIV Financial Reports Strong Growth in European Market

Global Market Data Visionary Bolsters Regional Workforce and Adds New Data Centre in Frankfurt

NEW YORK– March 16, 2010 – [ACTIV Financial](#), a supplier of fully managed low-latency market data solutions, today announced continued expansion in the European market following its April 2009 launch in the region. To support this growth and meet ongoing customer and market requirements, ACTIV has also opened a new data centre in Frankfurt, added additional content from major exchanges in the region and made several key additions to its local sales and service teams.

In the year since opening its European operations, ACTIV has signed 10 new clients in the region, including future market makers, hedge funds, single stock future brokers, equity clearing and future arbitrageurs. To accommodate this growth and enable future expansion, ACTIV has opened a new data centre in Frankfurt that will provide ULL and proximity services for Xetra and Eurex.

Global customers are using ACTIV's solutions to efficiently and cost-effectively access global equities, derivatives, fixed income and news data sources. The company is now rapidly growing the number of European content sources it offers, including new content from exchanges in Switzerland (SWX), Madrid (IGBM), Milan (MIL) and Oslo (Oslo Børs).

To meet this customer and market demand, ACTIV has bolstered its sales and services teams, adding three industry veterans to its regional workforce. New team members include:

- Dane Thacker, senior sales executive, who brings more than 20 years of experience in the financial marketplace, with past positions in London, Bahrain and Tokyo. His previous sales roles include interdealer broker GFI and Tradition.
- Wesley Elder, technical presales executive, who brings a strong Java software developer background to his new position at ACTIV, with previous roles at FlexTrade and Intelliden.
- Mark Kelly, network and system engineer, who will leverage his past experience at NYSE Technologies and BT Radianz in his role at ACTIV. Mark will focus on ensuring the connectivity to ACTIV's source data and client sites is leveraged to provide the best possible latency at a scalable price.

"ACTIV is committed to investing in the resources and technologies necessary to meet the increasingly global and complex market data needs of our customers," said David



Hann, EMEA managing director of ACTIV Financial. “The addition of these key personnel combined with the continued enhancements to our global low latency market data solutions, make ACTIV the clear choice for market participants in the region.”

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.

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