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***Marketcetera Brings Fully Integrated Real-Time Equity Data from ACTIV
Financial to Open Source Trading Platform***

***Financial Firms get Direct Access to High Performance Data Feeds from Their
Automated Trading Systems***

NEW YORK and SAN FRANCISCO — August 12, 2008 — ACTIV Financial, a leading provider of low-latency market data, and Marketcetera, developer of open source platforms for automated trading systems, today announced the availability of ACTIV's real-time equity data on the Marketcetera automated trading platform. Hedge funds and other buy-side firms can now have direct access to ACTIV's high-performance, ultra-low-latency data feeds - in addition to other features including event processing and trading strategy development tools - on an open source platform.

The joint solution, developed in response to customer demand, enables hedge funds and proprietary trading firms to access ACTIV's ultra-low-latency data feeds and integrate them with the Marketcetera platform. The platform includes a visual order-entry application that can be set up to receive and display ActivFeed, ACTIV's fully managed direct-feed global data feed solution, which provides real-time streaming exchange prices and supporting data. Components of the Marketcetera platform include Photon, Marketcetera ORS, an order routing system, certified brokerage connectors and the ACTIV Market Data Adapter.

“Marketcetera is focused on building the key trading functions that are common to all financial organizations, thus freeing our clients to concentrate on proprietary trading algorithms and other specialized software that provides competitive advantage,” said Graham Miller, CEO, Marketcetera. “By giving our customers a seamlessly integrated real-time equity data feed on an open source trading platform, traders can worry about generating Alpha not dealing with technology headaches.”

“ACTIV's philosophy is that market data services are an inseparable combination of content and technology,” Frank Piasecki, President, ACTIV Financial. “By embracing new models like open source and delivering superior solutions around both we give financial customers access to better technology with lower total cost of ownership. They can concentrate on staying ahead of the competition and developing smarter ways to trade.”

About ACTIV Financial

ACTIV Financial Systems, Inc. the leading, independent, global market data services provider. As a vendor of record with the main global exchanges, the firm offers a single solution to complex data management challenges by licensing, aggregating and distributing market data to capital market participants. Throughout this process, technology remains key as does supporting content 24/7 through its fully featured, rich API's, and helping clients enjoy close physical proximity their data. Founded in 2002 by industry experts, the firm counts over 200 clients, including market making communities, brokerage & OMS/EMS/DMA providers, and proprietary traders as well as buy side participants and hedge fund managers. ACTIV Financial is privately held with offices in Chicago, New York, Singapore, Tokyo and Cambridge, UK. For more information please visit www.activfinancial.com.

About Marketcetera

Marketcetera (<http://www.marketcetera.com>) is a provider of open source software for automated trading systems. Portfolio managers can quickly transform trading ideas and pricing rules into their own proprietary algorithms that are embedded in the Marketcetera platform. The open source foundation of the platform provides maximum flexibility and technology choice to institutions of all sizes.

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