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ACTIV MPU Deployed by Jefferies to Enhance Performance and Capacity

Hardware Accelerated Market Data Solution Creating Cost and Operational Efficiencies for Jefferies' Equity Derivatives Group

NEW YORK – June 15, 2010 – [ACTIV Financial](#), a leading global provider of fully managed low-latency market data solutions, today announced that Jefferies, a major global securities and investment banking firm and long-term ACTIV customer, has deployed ACTIV's Market Data Processing Unit (MPU) to reduce its hardware footprint, enhance performance and lower its cost of ownership for market data services.

"We began our relationship with ACTIV in 2006 and now look forward to deploying their hardware accelerated solution to provide us with access to ultra low latency market data," said Marty DeMonte, Chief Information Officer at Jefferies. "By expanding our relationship and installing ACTIV MPU, we can create a faster, more cost-effective trading experience for our equity business."

ACTIV MPU is the first product to combine market data content and technology in a single FPGA-driven service offering, leveraging hardware acceleration to deliver significant performance benefits. Jefferies Equity Derivatives Group has deployed ACTIV's MPU in one data center as a critical component of their low latency hosted environment to significantly enhance its data performance capabilities and capacity limits.

"The adoption of ACTIV MPU by leading financial services firms such as Jefferies is a testament to the unmatched speed and flexibility of our solution," said Frank Piasecki, president and co-founder of ACTIV Financial. "We're confident that ACTIV MPU will further enable Jefferies to seamlessly manage explosive market data volumes and drive their global trading strategies."

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 350 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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