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ACTIV Financial Enables Fast Access to Korean Market Data

*New Data Center Provides Local and Global Feeds
to Drive High-Performance Trading*

NEW YORK – Sept. 29, 2009 – [ACTIV Financial](#), a leading global provider of fully managed low-latency market data solutions, today announced the launch of a new data center providing global and local support to power automated, algorithmic and high-frequency trading in the Korean marketplace. Driven by customer demand and the trading needs of an underserved market, ACTIV's Seoul-based data center pulls in global market data feeds and provides an on-site ticker plant with direct access to Korean exchanges together with [co-located hosting](#) capabilities to deliver ultra-fast data to ACTIV's global customers.

As one of the world's largest futures trading "hotspots" by contract volume, the Korean marketplace is challenging legacy architectures to keep up with the new market reality of high-performance trading even though cost-of-entry can be prohibitive. From its new Seoul data center ACTIV now offers:

- ActivFeed Direct – a hosted direct feed solution for co-located trading applications, providing customers with the low-latency market data and exchange proximity required to compete successfully
- ActivFeed – bandwidth-efficient, highly reliable consolidated multicast feeds that deliver Korean data outbound to offshore institutions via ACTIV's regional and global POPs, and global market data inbound for Korean-based institutions requiring pan-Asian, U.S. and European market data in Korea

Since launching the data center, several firms have already signed on to leverage both ACTIV's fully managed hosted offering, and for delivery of Korean data to their own facilities.

"As global marketplaces become more competitive, ACTIV is supporting regional exchanges entering the field," said Steve McNeany, CEO of ACTIV Financial. "For example, we were one of the first vendors to enable low-latency inter-market trading with BM&F Bovespa, and we continue to expand our geographic reach to ensure our customers benefit from fast access to global market data."



The company offers market data to financial firms around the globe to optimize market data services at the lowest latency and most cost-effective price. Leveraging the highest-performance technologies available, ACTIV continuously develops a cost-effective service offering that exceeds market expectations. With power, speed, performance enhancements and minimal hardware footprint, ACTIV's fully managed service offering is available across four continents, including North America, South America, Europe and Asia, for optimized trading on a global scale. With an initial Asia-Pacific presence in Japan, ACTIV now offers support for Hong Kong, Singapore, Australia and Korea 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 250 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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