



Going for Gold, ACTIV Financial Signs over 75 Customers in Less than a Year and Goes Global with Enhanced Functionality

New York, June 10, 2008 – ACTIV Financial Inc., a leading, independent, global end-to-end market data services provider, today announced the end of a successful year during which it signed over 75 new institutional customers while enhancing product features and adding exchange content sets and hosting centers to its service offering. More recently, ACTIV Financial (ACTIV) opened a dedicated Tokyo and Singapore office, solidifying its position as a leading, low latency service provider in Asia Pacific in just under 18 months.

Enhancements to its content platform include the hardware accelerated ActivFeed MPU service, and pure Java and native C# API support. At the same time it increased its global aggregation network footprint with new datacenters in Tokyo, Hong Kong, Singapore, and London. ACTIV now also connects to additional major regional futures, equities, and options exchanges such as the Tokyo Stock Exchange, TIFFE, The London Stock Exchange, Euronext Liffe, the Singapore Stock Exchange and the Hong Kong Stock Exchange, among others.

“High quality data services must address the integration of technology, content, service management, compliance, and continued technical innovation. ACTIV’s strategy is to provide a fully managed, high performance market data service which can keep pace with the rising volumes of market data and keep operational expenses under control. Regardless of the type of data set, someone has to manage the entire system and take responsibility for increasingly demanding service levels,” said Mike Dunne, chief technology officer at ACTIV Financial. “It’s important to recognize the value of a tightly-integrated service offering that does not put the consuming institution in the position of managing external content over highly distributed enterprise technologies, compromising performance or excessive economic rents,” said Dunne, also a co-founder of the six year old company.

The additional content and physical distribution PoPs in Europe and Asia as well continued market demands in North America has led to a significant increase in its customer base. In less than a year, ACTIV Financial signed over 75 new institutional customers from all corners of the market place. In a testament to the cost effectiveness of its hosted ActivFeed Direct service, a



considerable percentage of these new clients came from smaller brokers and hedge funds who simply cannot justify the investment of a dedicated direct feed infrastructure, but still need competitive information access when interacting with the markets.

“Over the course of the year we have received significant interest from firms that have already implemented their own ticker feed plants, either by developing their own feed handlers or licensing them from software companies. Many of these institutions were attracted to the significant reduction in cost of ownership associated with implementing a fully managed solution,” said Frank Piasecki, president and co-founder at ACTIV Financial. Based on the current interest, we foresee continued adoption of hardware acceleration tools from other vendors at SIFMA, which validates the strength of ACTIV’s pioneering technology approach. An approach which furthers the efficiencies we bring to market data services.”

At customers’ requests, ACTIV opened offices with administrative and operational support personnel in Tokyo and Singapore. Regions which ACTIV managed to conquer in only a year due to its ability to rapidly deploy the benefits of the ActivFeed Direct and Hosted Direct data feed delivery services. ACTIV continues to develop its ability to offer exchange proximity solutions and customer hosting services as logical extensions of its completely managed market data stack.

Executives will be demonstrating the added functionality and content connections during the SIFMA Technology Management Conference held at the Hilton New York, 1335 Avenue of the Americas from June 10 -12. You can find ACTIV Financial’s booth in Americas Hall 1, exhibit level 2, booth number 3101.

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About ACTIV Financial

ACTIV Financial Systems, Inc. is the leading, independent, global end-to-end 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 to their data.

In addition to its low latency and reliable market data feeds, ACTIV Financial offers value added services such as time series databases, news engines, permissioning, publish and subscribe middleware and an end user display.

Through its partnership and alliances ACTIV Financial cultivates relationships with ISVs, content suppliers, distributors and consultants who add value to the market data services and technology it provides.

ACTIV's continued focus on research and development enables them to address the increasing demands of their end users' needs without compromising on speed, performance, latency and richness of functionality.

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 funds 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.