



## FOR IMMEDIATE RELEASE

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## OptionsCity Partners With ACTIV Financial

**Chicago, November 11, 2009** – OptionsCity Software, a leading developer of electronic trading solutions for options traders and market makers, and ACTIV Financial, a leading global provider of fully managed low-latency market data solutions, announced today that they have entered into a strategic partnership. ACTIV will now provide OptionsCity equity options traders with additional feeds, both direct and fully managed consolidated market data feeds.

“ACTIV has consistently partnered with innovative independent software vendors to provide customers the most comprehensive solution possible,” said Frank Piasecki, Co-founder and President of ACTIV Financial. “Being chosen by OptionsCity to provide the company’s trading platform with additional market data feeds demonstrates our dominance in options market data and beyond.”

“The level of ACTIV’s expertise in providing low latency market data will allow OptionsCity to continue delivering the industry’s most innovative trading platform. We have taken aggressive strides to provide a high performance solution for electronic traders and ACTIV will assist us to continue delivering extreme performance with their hardware accelerated solution,” said Hazem Dawani, President and CEO of OptionsCity.

ACTIV will deliver both direct and fully managed consolidated market data feeds to OptionsCity clients. Using ACTIV’s market data infrastructure behind-the-scenes, OptionsCity clients will benefit from ultra-fast data access and the ability to open the door to view and analyze new markets and underlying data.

OptionsCity Metro is a fully configurable electronic trading platform that creates a distinctive edge by enabling options traders to have full control over trading, safety and risk management. This state-of-the-art powerful solution enables traders to leverage their trading knowledge and expertise into increased profits. With high levels of performance, OptionsCity helps to automate the market making and trading strategies while the innovative graphical representation and framework allows traders to expand their trading portfolio.

OptionsCity is a certified ISV (Independent Software Vendor) on the CME, CBOT, CBOE, CFE, CBSX, NYMEX and ICE. To find out more about OptionsCity™ Metro contact us on (312) 635-1750 or e-mail us at [info@optionscity.com](mailto:info@optionscity.com)

**About OptionsCity™ Software, Inc.**

OptionsCity™ was founded in October 2006 with its headquarters in the financial district of Chicago. The company's main product is a real-time electronic trading platform for options traders who make markets, maintain liquidity and trade on the worlds leading derivative markets. The OptionsCity™ solution solves current issues and adds new distinctive features, including creative ways of organizing and displaying data, advanced opportunity identification, increased safety and risk management, strategy automation, and revolutionized communication between traders.

**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. To learn more about ACTIV, visit: <http://www.activfinancial.com>.

**Disclaimer**

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