



## Press Release

FOR IMMEDIATE RELEASE  
April 22, 2008



### **29WEST AND SKYLER TECHNOLOGY PARTNER TO OFFER COMPLEMENTARY BEST OF BREED LOW LATENCY SOLUTIONS**

- Users benefit from combination of analytics capabilities with best-in-class messaging solutions
- Partnership follows the recent announcement of version 2.0 of 29West's UME product

**Chicago and Concord, CA and Trade Tech, Paris – April 22, 2008** – 29West, Inc., the leading provider of ultra low latency messaging, today announced its partnership with Skyler Technology, Inc., an innovator in ultra low latency trading solutions for the capital markets, to deliver joint best of breed offerings to their mutual market base, which includes leading banks, asset managers, hedge funds and exchanges.

The combination of industry leading, financial market messaging from 29West, together with Skyler's flexible C3 Liquidity Discovery, Tick Analytics and Algorithmic Container Solutions, delivers an efficient and complementary offering to their customers. The partnership follows the recent announcement of version 2.0 of 29West's UME (Ultra Messaging® for the Enterprise) product, designed to provide confirmed message delivery and persistence, with under 70 microseconds latency using commodity hardware.

Steve Cooper, CEO of Skyler, said, "We are pleased to be collaborating with 29West in this way, which we believe will provide our clients with an industry edge over their competitors. Both Skyler and 29West's customers recognize the value of this partnership and share our vision of delivering greater speed and efficiency to financial institutions."

Mark Mahowald, President and founder of 29West, said, "29West is well suited to be the messaging infrastructure under every high performance industry solution. Skyler is one of the key players in this space and as with all our partnerships we are looking forward to working with Skyler to support those firms who want to be at the front of the low latency movement."

#### **About 29West**

29West is the leader in high-performance, low-latency messaging solutions for financial institutions. With its initial release in November 2004, 29West's Latency Busters® Messaging (LBM) set a new standard in performance for financial market messaging and has been deployed in more than 100 firms worldwide. With the introduction of Ultra Messaging® for the Enterprise (UME) at the end of 2006, 29West brought the unique Parallel Persistence™ design to guaranteed messaging. Where other solutions send first to a store and then to the end receiver, 29West UME solutions send to the end receiver in parallel with delivery to the store, resulting

in dramatic increases in throughput and drops in latency. With offices in Chicago, New York, London and Tokyo, 29West supports the financial markets worldwide. For more information, visit <http://www.29west.com>

**About Skyler Technology Inc.**

Skyler Technology, Inc. delivers the fastest insights for Trading. The Skyler C3 solutions provide the fastest market data analytics to broker dealers, asset managers and hedge funds. This allows clients' trading engines to quickly process and react to the most up-to-date market data, thus triggering smarter trading decisions. Products include C3 Liquidity Discovery, Tick Analytics, Algorithmic Container, and Order Routing Solutions. The Liquidity Discovery Solution was recognised, winning The 2007 Banker's Technology award for Algorithmic Trading Innovation. Skyler Technology, Inc. is a privately held company located in Concord, California with offices in New York and London, UK. Please visit us at [www.skylertech.com](http://www.skylertech.com). For more information or to arrange a free software evaluation, please contact Michael Lenahan in the US at +1 (925) 689- 9814 or Valerie Bannert-Thurner in the UK at +44 (0)7942 600 101.

**Contact:**

Kurt Klein / 29West, Inc.  
630-836-2990, ext 610 / [kklein@29west.com](mailto:kklein@29west.com)

Michael Lenahan / Skyler Technology, Inc.  
925-689-9814, [michaellenahan@skylertech.com](mailto:michaellenahan@skylertech.com)

Deborah Eisenberg/Ishviene Arora  
Cognito  
646-495-5550, [29west@cognitomedia.com](mailto:29west@cognitomedia.com)