

PRESS RELEASE



Fidessa Appoints Dorothy Friedman as VP Marketing for the Americas

Former Senior SunGard Exec Brings Deep Financial Experience and Creativity to New Post

New York, 20th October 2010 – Fidessa group plc (LSE:FDSA) provider of high-performance trading systems, market data and connectivity to buy-sides and sell-sides globally, today announced that Dorothy Friedman has been appointed to Vice President of Marketing for the Americas. Ms. Friedman will be responsible for heightening Fidessa's exposure in the US, Canada and Latin America, and will help drive the company's growth by rolling out creative programs and maintaining a strong public presence within the region.

Prior to Fidessa, Ms. Friedman held a variety of senior-level marketing positions with both SunGard and Broadridge Financial Solutions where she was responsible for developing and managing strategic communications campaigns. While at SunGard her marketing campaigns generated significant new sales leads and she was instrumental in leveraging the company's social media programs to elevate the online presence of its brokerage and clearance business. Her accomplishments at Broadridge included leading a team to establish a new corporate identity when the company was spun off from ADP, and amplifying press coverage more than 50 percent without increasing her budget.

Fidessa Corporation EVP, Marketing, Martin Hakker said, "Dorothy comes to us with a wealth of industry contacts and a long track record in marketing financial technology solutions. She will be instrumental in our efforts to bring more value to Fidessa through integrated marketing programs across the Americas, as well as augmenting our global communications efforts significantly. Her past achievements reflect her dedication to the financial industry and I expect to see that same level of enthusiasm and passion during her tenure at Fidessa."

Ms. Friedman commented, "I look forward to bringing my industry expertise to bear across Fidessa's business in the Americas. I understand the importance of communicating with C-level decision makers and the imperative of maintaining a high profile for Fidessa among our valued customers and prospects. The company's roster of award winning solutions and track record of innovation in the marketplace give me a great deal of ammunition to be successful in this task."

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About Fidessa group

Fidessa group is the leading supplier of high-performance trading, portfolio analysis, decision support, compliance, market data and connectivity solutions for firms involved in trading the world's financial markets. **Fidessa's** products and services are built on the simple vision of making it easier to buy, sell and own financial assets of all types on a global basis.

A dynamic, growing company with a proven track record, **Fidessa** is recognised as the thought leader in the marketplace, with an unrivalled set of products and services which set the benchmark for this industry and, uniquely, serve both the buy-side and sell-side communities globally.

With 29 years' experience delivering powerful, resilient, mission-critical systems, **Fidessa** develops all its products itself from the ground up, investing heavily in their continual evolution. The resulting leading-edge, truly integrated solutions have established **Fidessa** as the industry's number one choice, and are used by over 85% of tier-one, global financial institutions.

Headquartered in London and with regional operations across Europe, North America, Asia, and the Middle East, **Fidessa** supports 26,000 users across around 900 clients, serving a broad spectrum of customers from major investment banks and asset managers through to specialist niche brokers and hedge funds.

Fidessa group is listed on the London Stock Exchange (symbol FDSA) and is a FTSE 250 company. **Fidessa** has a turnover of over £250m, has delivered around 30% compound growth since its 1997 listing and now employs 1,500 people globally.

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