

For immediate release:

Fidessa best sell-side trading platform in Asian Banker awards

Hong Kong, 20th April, 2010 – Fidessa group plc (LSE: FDSA), provider of award-winning trading, market data and global connectivity solutions for the buy-side and sell-side, has been named the best sell-side trading platform in the Asian Banker Markets and Exchanges awards 2010. The Markets and Exchanges award section was launched this year to identify the foremost technologies leading innovation in electronic trading throughout Asia Pacific.

Jean-Pierre Baron, Managing Director of Fidessa in Asia Pacific said: “Our philosophy has always been to focus on creating products that fulfil business-critical roles for our clients, enabling them to concentrate on their core areas of expertise. These awards reflect the feedback we have received right across our client base, recognising the strength and innovation of our solutions, and also the value that Fidessa continues to provide to their customers.”

The Fidessa sell-side trading platform delivers sophisticated trading, market data and connectivity solutions to over 130 global markets and more than 2,400 buy-side firms. Its advanced trading tools include pairs trading, list management and wave trading tools along with BlueBox, our fully integrated algorithmic trading engine.

Baron continued: “Electronic trading is now an integral part of the landscape in Asia, and for organisations to take advantage of the current opportunities, it’s important to have the right technology platform in place to stay ahead of the changing regulations as well as manage connectivity to new venues and updated exchange gateways.

It’s a great boost to win awards like this, but we’re always looking ahead to the next development. We have leveraged Fidessa’s global experience and used that to integrate the BlueBox algorithmic engine into our hosted trading platform and have also recently unveiled our gateway to the new high-speed interface of the Korean Exchange.”

The award ceremony was held in Singapore on 19 April 2010 at The Asian Banker Summit, which is the foremost annual meeting for decision makers in the financial services industry in the Asia Pacific region.

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About Fidessa group

Fidessa group is the leading supplier of multi-asset 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.

PEDIGREE

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.

EXPERIENCED

With over 28 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.

SCALE

Headquartered in London and with regional operations across Europe, North America, Asia, and the Middle East, **Fidessa** supports 25,000 users across 850 clients, serving a broad spectrum of customers from major investment banks and asset managers through to specialist niche brokers and hedge funds.

ESTABLISHED

Fidessa group is listed on the London Stock Exchange (symbol FDSA) and is a FTSE 250 company. **Fidessa** has a turnover of around £240m, has delivered 30% compound growth since its 1997 listing and now employs 1,500 people globally.

www.fidessa.com

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