

**for immediate release:**

## **Fidessa is the best trading system for the sell-side**

London, 3rd October 2008 – Fidessa group plc (LSE:FDSA), took top prize at Financial News's sixth annual 'Awards for Excellence in IT'. A panel of independent industry experts assessed all the competing systems on the market and concluded that Fidessa offers the best sell-side trading platform.

The Fidessa OMS provides robust and sophisticated multi-asset trading to 85% of global, tier-one equity brokers, combining smart order management with fully integrated algorithmic trading and market data services. The product suite serves around 22,000 users at 600 clients globally.

Receiving the award, Katy Birch, European Sell-Side marketing manager at Fidessa, said: "The award from Financial News underlines the strength of our technology and our leading position in the market. It's an honour to receive this endorsement which comes at an exciting time for Fidessa and the development of our product set."

Birch continued: "The Financial News prize is Fidessa's latest accolade; it is our third win this year and we were delighted to receive eight awards in 2007. But on top of this industry recognition, Fidessa's trading platform has been in high demand with more than 20 new clients signed this year alone. This is testament to our commitment to working closely with clients to develop solutions that meet their specific needs in today's challenging markets."

The awards ceremony took place at Merchant Taylors' Hall in the City of London and was hosted by Luke Jeffs, European Trading & Technology Editor of Financial News. As guest speaker, Benedict Allen, the explorer and filmmaker, provided light relief by regaling guests with his latest exploits.

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## About Fidessa group

Fidessa group is a world-leading supplier of multi-asset trading, portfolio analysis, decision support, investment compliance, market data and global connectivity solutions for both the buy-side and sell-side globally. Available as a simple workstation or as an integrated application suite, the Fidessa and Fidessa LatentZero products are built on the clear vision of providing the richest functionality, coverage and distribution to the financial markets community.

The Fidessa suite is used by 85% of tier-one, global equity brokers providing sophisticated multi-asset trading, market data, order management and execution capabilities to all tiers of the sell-side.

The Fidessa LatentZero suite is used by the world's largest asset management firms through to smaller specialist managers and hedge funds, and provides comprehensive portfolio analysis, real-time P&L, what-if analysis, investment compliance, order and execution management, and post trade processing tools, across all asset classes, to all tiers of the buy-side.

Fidessa's global network carries over 130 million messages a month covering DMA, Care and Algorithmic orders, Indications of Interest and FIX Allocations between over 1,800 buy-sides and 310 brokers across 100 markets worldwide.

Head-quartered in London and with offices in New York, Boston, Tokyo, Hong Kong, Paris, Toronto and San Francisco, Fidessa group serves 22,000 users across 600 clients globally. Fidessa group was founded in 1981, has revenues of around US\$350m, employs over 1,200 people and has been fully listed (LSE:FDSA) since 1997.

[www.fidessa.com](http://www.fidessa.com)

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