

PRESS RELEASE



for immediate release:

**Fidessa Launches Smart Routing Service
For Canada's Pure Trading**

Toronto - 29th October 2007 - Fidessa group plc (LSE:FDSA) today announced the recent launch of its Smart Routing Service for the Canadian capital market system.

The addition of smart routing to Fidessa's Canadian Trading Platform (CTP) was coordinated with the launch of continuous auction trading at Pure Trading, the first Canadian displayed market alternative to the Toronto Stock Exchange. The smart routing enhancement within CTP offers brokerage clients an advanced solution for achieving best execution in a market system with multiple displayed quotes. Additional displayed markets, now under development, will further drive the need for smart routing in Canada's capital market system.

Some of the key features Fidessa CTP offers brokers include: consolidated market data displays, an advanced "point and shoot" capability which allows traders to hit multiple orders regardless of the exchange on which they reside, and enhanced electronic order audit trails so traders can develop historical execution data for each exchange. Furthermore, Fidessa CTP has the advantage of providing firms with a single, robust trading platform, as opposed to multiple trading applications, which might result in slower executions and inferior prices.

"We have worked diligently with Pure Trading in anticipation of their launch and, through working closely with our customers, we've been able to provide them with the readiness needed to trade in the new Canadian capital markets. We have also had the added benefit of being able to leverage Fidessa's experience and expertise in the US, where multiple marketplaces have existed and matured over several years," said Ronald Lee, head of Fidessa Canada. "As the concept of having

multiple execution points continues to evolve in Canada, so will Fidessa CTP," adds Lee.

Fidessa CTP combines electronic order and execution workflow along with real-time, multi-currency trading, position keeping and reporting. Fidessa CTP's advanced trading tools include: Pairs trading, List Management and Wave trading tools along with Fidessa BlueBox; Fidessa's algorithmic management system (AMS) that is totally integrated within the Fidessa OMS. Comprehensive, integrated real-time, market data is seamlessly integrated into Fidessa CTP and includes fundamentals, charts and historical trade time and sales displays.

"We are looking to adapt and implement more of these advanced trading features that our US counterparts are already used to," Lee said. "This will give our customers a tremendous advantage over other firms that are using different vendor applications to reach Canada's new exchanges.

Fidessa is used by wide spectrum of brokers, from major investment banks to specialist niche players and serves over 16,000 users at 500 institutions worldwide. Fidessa's connectivity network provides links to over 1,300 buy-side institutions, 230 brokers and 83 exchanges globally.

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About Pure Trading:

Pure Trading is the first alternative market in Canada to offer a visible auction market, offering a high capacity/low latency trading environment, combined with an extremely attractive fee structure. Pure Trading enables the Canadian trading community to use emerging trading technologies to their full advantage, while delivering cost savings enhancing the competitiveness of the Canadian markets.

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** product suites 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 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 50 million messages a month covering DMA, Care and Algorithmic orders, Indications of Interest and FIX Allocations between over 1,300 buy-sides and 230 brokers across 83 exchanges worldwide.

Head-quartered in London and with offices in New York, Boston, Tokyo, Hong Kong, Paris and Toronto, **Fidessa group** serves over 16,000 users at around 500 clients globally. **Fidessa group** was founded in 1981 and acquired **LatentZero** in 2007. **Fidessa group** has revenues of \$250m, employs over 1,000 people and has been fully listed (LSE:FDSA) since 1997.

www.fidessa.com

www.latentzero.com

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