

for immediate release:

Fidessa appoints Katy Birch as sell-side marketing manager

London – 3 October 2007 - Fidessa group plc, provider of the Fidessa and Fidessa LatentZero trading solutions for the sell-side and buy-side, today announced the appointment of Katy Birch as sell-side marketing manager. Reporting to Simon Barnby, global marketing communications director, Birch will be responsible for Fidessa's sell-side marketing activities across Europe, the Middle East and Africa. She commenced her new role on 1 October 2007 and is based in London.

Birch will focus on working with the sales and product management teams to identify key target segments and provide marketing support to drive sales growth throughout the EMEA region.

Birch has 15 years' experience working in the financial technology sector. Her career includes senior marketing roles at Rolfe & Nolan, Monis (now part of SunGard), Future Dynamics (now part of FFastFill), Sophis and OpenLink. Birch combines expertise across all areas of product, marketing and marketing communications with solid experience in multi-asset trading and risk management systems.

Simon Barnby, global marketing communications director, comments: "Over the years, we have invested heavily in our technology and established an unrivalled reputation for our multi-asset trading and connectivity solutions. As the company looks to expand its presence across the EMEA region Katy, with her extensive industry knowledge which bridges the front to back office and her strong marketing experience, was the perfect candidate for us."

Katy Birch adds: "Having worked in the trading technology space for 15 years, I have watched Fidessa go from strength to strength. I look forward to playing a

pivotal role, building on Fidessa's momentum and helping to further grow the business across EMEA."

Fidessa provides integrated multi-asset trading, market data and connectivity solutions to over 16,000 users at around 500 clients around the world, and serves over 85% of global, tier-one equity brokers. Fidessa's connectivity network provides links to over 230 brokers, 1,300 buy-sides and 83 exchanges globally.

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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** 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.

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