

## PRESS RELEASE



**for immediate release:**

### **FIDESSA LAUNCHES DIRECT LIQUIDITY ACCESS (DLA) SERVICE**

New York – June 20, 2007 – **Fidessa** group plc (LSE: FDSA) today announced the US launch of the Fidessa Global DLA service.

Built using Fidessa's latest high performance trading architecture, the DLA service provides broker sponsored direct liquidity access to all major US venues for the buy-side/hedge fund community. The Fidessa DLA service is available through direct, low-latency FIX connections or through the Fidessa Execution Management Service.

In building this service, Fidessa has leveraged both its operating precision and latest generation infrastructure to implement an industry leading high performance, low latency platform capable of meeting the highest levels of integrity demanded by the buy-side for this type of flow.

The Fidessa DLA service provides the sponsoring broker with a fully integrated compliance and client risk management suite. This allows the sponsoring broker to monitor and manage risk in real-time at a user, firm, exchange, position or cost level.

"Adding Global DLA to the Fidessa product suite provides no-touch trading in addition to our high-touch and low-touch offerings, enabling our clients a full range of trading options," said Martin Hakker, EVP of Marketing at Fidessa.

This new service further enhances the depth of products and services available from Fidessa, which also includes List Trading, Pairs Trading and Fidessa BlueBox, a fully-integrated, scalable algorithmic trading solution providing industry standard benchmark strategies along with a framework for building proprietary models.

Fidessa will be giving demonstrations of its latest products at SIFMA booth number 3400.

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#### **About Fidessa**

**Fidessa** group plc is a world-leading supplier of multi-asset trading systems, market data and connectivity solutions to financial markets participants. The Fidessa product suite is built on the clear vision of providing the richest functionality, coverage and distribution to all tiers of the buy-side and sell-side financial communities.

Fidessa supplies a wide range of clients including, hedge funds, asset managers, advisors, broker/dealers and investment banks, and is currently used by over 85% of global, tier-one equity brokers. Fidessa serves over 14,000 users at 400 clients and provides connectivity to over 210 brokers, 82 exchanges and 1,000 buy-sides globally.

In April 2007, Fidessa announced the acquisition of LatentZero, a leading supplier of front-office software to investment managers. Fidessa LatentZero is used by many of the largest asset management firms providing comprehensive, multi-asset portfolio analysis, modelling, order generation, pre/post trade processing and integrated pre/post compliance management for the buy-side.

Head-quartered in London and with offices in New York, Boston, Tokyo, Hong Kong, Paris and Toronto, Fidessa was founded in 1981 and has annual revenues of around US\$250m, employs over 1,000 people and has been fully listed on the London Stock Exchange (LSE:FDSA) since 1997.

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

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