



FISD News

FISD/SIIA Communications Contact: John Crosby, 202.789.4469, jcrosby@siaa.net

Finextra Contact: Nick Hastings, Managing Director, Finextra, contact@finextra.com +44(0) 203 100 3670

FISD, Finextra Announce Webcast Series Partnership

Quarterly Online Events to Address Issues Affecting Financial Information Services Industry

Washington, DC (January 6, 2010) - The Financial Information Services Division (FISD) of the Software and Information Industry Association (SIIA) and Finextra, the leading independent newswire and information source for the worldwide financial technology community, announce a new partnership to produce a series of webcasts in 2010.

The FISD/Finextra Webcast Series will focus on real-time data management and delivery, reference data, and standards. The events will be hosted in-studio and broadcast via real-time streaming video to an invited audience of financial professionals. Participants will be able to interact with panelists to deepen the value of the discussion.

Alternatively, webcasts may be recorded and then broadcast via the web at a specific event time. Both versions will be offered on an on-demand basis after the web event for additional exposure.

Tom Davin, Managing Director of FISD, stressed the value of the new webcast series to the industry: "A survey of FISD members revealed that more of them would like to interact with FISD programs and thought leadership via more sophisticated technologies. Our partnership with Finextra aims to provide timely and relevant topics and discussion to our member base and beyond via interactive video content."

The FISD/Finextra Webcast series creates new opportunities to advance thought leadership and industry expertise. Firms interested in organizing panels and presentations will be able to address leading industry topics while connecting with a wide base of existing and prospective clients.

Combining Finextra's community of 135,000 monthly users and the FISD's global membership of 140 firms provides sponsors with an excellent outreach platform. Over 2,500 market professionals have registered to attend Finextra video webcasts since March 2009.

Nick Hastings, Managing Director of Finextra, highlighted the value of the Finextra/FISD Webcast series: "This new service will provide the industry with a forum to discuss and learn about key issues affecting global data management via emerging and innovative communication mediums."

About Finextra

Finextra Research provides an independent online resource – www.finextra.com – to serve the information needs of the worldwide financial technology community. It covers finance-specific innovations, services, solutions, applications and technologies. Finextra also provides a database of 31,000 financial technology news stories, a comprehensive solutions directory and a catalogue of company announcements from all major technology providers to banks and financial institutions.

About FISD

The Financial Information Services Division (FISD) of the Software and Information Industry Association provides a neutral business forum for exchanges, market data vendors, specialist data providers, brokerage firms, investment managers and banks to address and resolve business and technical issues related to the distribution, management, administration and use of market data. Participants use the

forum to exchange ideas, build business relationships and improve the business climate associated with the worldwide flow of financial information. For more information, visit www.fisd.net.

About SIIA

The Software & Information Industry Association (SIIA) is the principal trade association for the software and digital content industry. SIIA provides global services in government relations, business development, corporate education and intellectual property protection to more than 500 leading software and information companies. For further information, visit www.sii.net.

#