



FISD News

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Deutsche Börse AG Named Outstanding Data Provider by FISD

Annual Award Recognizes Strong Customer Service and Communication

WASHINGTON, DC (January 11, 2011) – The Financial Information Services Division (FISD) of the Software & Information Industry Association (SIIA), has presented the 2010 Service Level and Communications Outstanding Data Provider Award to Deutsche Börse AG. The award was presented at the FISD General Meeting in New York on December 16.

This award, created by the FISD Service Level and Communications Working Group, recognizes an exchange or data provider that most closely adheres to the [Working Group's Best Practice Recommendations](#). The recommendations offer guidelines for communication and notification sent by exchanges and information providers to their customers and downstream distribution partners for events such as system upgrades, administrative and policy changes, new product introductions, and unplanned interruptions.

Georg Gross, Director, Head of Front Office Data & Analytics of Deutsche Börse AG, accepted the award and thanked members of the Working Group for recognizing the exchange. "We are very pleased to receive this award, especially because it shows that our clients and partners appreciate the quality of our service and our continuous efforts to provide immediate and clear communication", said Gross.

Tom Davin, Managing Director of FISD, said, "Hearty congratulations are in order for Deutsche Börse. They clearly recognize the importance that clients and distributors place on clear and timely communications from their information providers. Congratulations also to NASDAQ OMX and Tokyo Stock Exchange who have been nominated for the second straight year."

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.siia.net.