

FISD News

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Thorold Barker to keynote World Financial Information Conference

Wall Street Journal 'Heard on the Street' Editor to Discuss Impact of Global Economic Trends

Washington, D.C. (September 8, 2011) - The Financial Information Services Division (FISD) of the Software & Information Industry Association (SIIA) today announced that Thorold Barker, editor of the *Wall Street Journal's* Heard on the Street section, will be the closing keynote for its 10th Biennial World Financial Information Services Conference (WFIC), slated for October 9-12, in San Francisco. The only global conference of its kind, WFIC will bring together more than 400 senior level executives from the financial information industry to discover ways to stay ahead of the curve in this tumultuous economic climate.

Barker is known as one of the nation's leading financial journalists. He has devoted his career to covering global business and finance. Barker's role as editor of the Wall Street Journal's flagship financial analysis column has given him a bird's eye view of industry trends as they relate to the dynamic changes impacting the financial information industry.

"Conferences like WFIC are important because the financial world is becoming increasingly global," said Barker. "What happens in Greece or other countries affects all of us. It's important to understand what is happening around the world in order to prepare successfully for the future back home."

Prior to joining the *Journal*, Barker worked at the *Financial Times* from 1998 until mid-2008 as a correspondent and an editor. From 2004 to 2008 he was the U.S. Lex editor writing commentary on technology, media, telecoms, macro economy and Wall Street. From 1994 to 1998, Barker worked for Bain and Company, a global business and strategy consulting firm.

According to Sara Banerjee, Director at SIX Telekurs and a WFIC Program Committee Co-chair, "Thorold's deep knowledge of the issues impacting our industry makes him an excellent keynote for WFIC. The market and reference data community could learn a lot from his perspectives on current thinking and trends in the industry."

- For more information about WFIC, please visit: <http://www.fisd.net/wfic/2011>
- The request a complimentary media pass, or to schedule an interview with Thorold Barker, please contact Laura Greenback at lgreenback@siia.net

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.