



Media Release

For Immediate Release

FISD Business Contact: Tom Davin, tdavin@siia.net, +1 202-789-4465

SIIA Communications Contact: Eileen Bramlet, eb Bramlet@siia.net, +1 703-927-2022

Lakefront Data Ventures Contact: Dale Richards, 1 416 364 8575

FISD and Lakefront Data Ventures Partner to Launch Comprehensive Salary Survey for Market Data Professionals

Washington, DC March 19, 2009 -- The Financial Information Services Division (FISD) of the Software & Information Industry Association (SIIA) announced today that it has partnered with Lakefront Data Ventures to launch a comprehensive data management and financial information salary survey.

The goal of collecting salary survey data from industry professionals is to provide the financial services sector with current information. This type of data is particularly critical now as the financial information services arena continues to evolve.

Survey data points will include the collection of constituency information, job categories and function areas, geographic region, base and bonus compensation, job skills and years of experience.

According to Tom Davin, FISD Vice President and Managing Director: "We are pleased to be partnered with Lakefront Data Ventures on this important survey, as it is a logical fit for our overall strategy to recognize financial data management as a specialized industry. All industry professionals are encouraged to participate."

Dale Richards, CEO of Lakefront Data Ventures, added: "After launching the industry job board we realized that this type of survey and data collection would be a natural asset to the industry. By partnering with the FISD we anticipate reaching a broader group of participation."

The survey is available at: www.fisd.net/salarysurvey and participation is open to all market data and financial services professionals, with summary results due during summer 2009. Summary results will be available free of charge.

For more details contact Elizabeth Cummings, Director of Member Relations, (+1202 789 4452 or ecummings@siia.net).

About Lakefront Data Ventures

LakeFrontData is a boutique trusted data management firm, combining advisory, consulting, premier industry thought leadership, subject matter, talent, solutions, strategic advice and independent opinion. LakeFront Data Consulting is a LakeFront Data Ventures Inc (LDV) company.

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, see 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 500 leading software and information companies. For further information, visit www.sii.net.

###