Media Release

For Immediate Release
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Financial Information Industry Professionals Convene at 2009 World Financial Information Conference (WFIC) in Athens

9th Biennial FISD Event Highlights Financial Information and its Interaction with Risk Management, New Markets, Product Innovation & Cost Management

Keynote by breakingviews.com's Rob Cox Offers Insights Regarding Today's Financial Services Challenges and Strategies

Washington, DC - February 18, 2009 - The Financial Information Services Division (FISD) of the Software & Information Industry Association (SIIA) today announced that Rob Cox, US Editor and Director for breakingviews.com, will be the opening keynote for its 9th Biennial World Financial Information Services Conference (WFIC), slated for October 4-7, 2009, at Divani Apollon, Athens, Greece.

Cox's background is well-suited to kick off WFIC, particularly during such a critical time in the history of the financial services industry and world economy. Among many other key roles, Cox edits the breakingviews.com columns that appear in the *New York Times* each business day and regularly in *Fortune* magazine, and is a regular contributor on CNBC. Last year, he was the recipient of an International M&A Media Award for his coverage of Microsoft's bid for Yahoo. His work has appeared in many publications in the United States, including the *New York Times, New York Magazine, Fortune, Esquire, Barron's* and the *Wall Street Journal*, and numerous publications abroad.

Cox became founding editor of breakingviews following a stint at *Bloomberg News* in London, where he oversaw European finance coverage. As South Europe bureau chief, he led *Bloomberg's* editorial operations in Milan, Rome, Athens, Istanbul, Lisbon and Madrid from 1995 until 1998. Before coming to Europe, Rob covered Wall Street, banking, and the stock market for *Bloomberg* and for *American Banker*. He is a graduate of Columbia University's Graduate School of Journalism and the University of Vermont.

According to Tom Davin, Managing Director for FISD, "We couldn't be more pleased to have someone of Rob Cox's expertise and industry knowledge kicking off the 2009 WFIC conference. He is someone who will help set the tone for a stimulating and valuable conference for the 350 financial services professionals anticipated to join us for this key

event." Davin further added, "In addition, we are also excited about the slate of speakers and events scheduled for WFIC this year, as these events will enable fellow financial information professionals to delve into issues of paramount importance, especially during such a critical economic period."

- For more information about WFIC, please visit: http://www.fisd.net/wfic/2009/
- To request a complimentary media pass, or to schedule an interview with Rob Cox or Tom Davin, please contact Eileen Bramlet at EBramlet@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.siia.net.