Media Release

For Immediate Release

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FISD Promotes Career Building Initiatives for Financial Information Professionals

Job Search Resources features LakeFront Data Ventures Jobs Board

Hires Atradia Consulting to Develop Professional Certification Program

Washington, DC - January 29, 2009 **-** The Financial Information Services Division of the Software & Information Industry Association (FISD) announced today that it has launched two new initiatives designed to promote the hiring and development of financial information professionals.

FISD Job Search Resources (www.fisd.net/jobs/) is a source of jobs boards, collaborative tools, and other resources offered by FISD members that will help both hiring firms and job seekers fill financial information positions. This nexus for job search tools is focused on the financial services industry, and will be featured via a new "one stop shopping" page via the www.FISD.net, providing hiring firms and job seekers with a full range of relevant tools.

FISD is pleased to launch this new resource by featuring the Lake Front Ventures jobs board. LakeFrontDataJobs.com was designed to support the community of financial information and data management professionals with a confidential and secure web-based job connection service. It is free for people posting resumes / searching for jobs and free for employers through February 2009. LakeFrontDataJobs will have a global reach with jobs and resumes searchable using domain-specific criteria, matching hundreds of financial information and data management skill areas.

Dale Richards, CEO of LakeFront Data Ventures comments, "A virtual guild of professionals is targeted and focused and far more effective than getting lost in Monster or Craigslist. We need a centralized facility to build the industry."

FISD has also included functionality that allows its members to post links to open position notices that are carried on their web sites.

FISD Professional Certification Program - Over the last year, FISD has done extensive research with its members on the concept of creating a professional certification program for financial information industry executives.

According to Tom Davin, FISD Managing Director, "At the heart of these discussions was the idea that it would be beneficial for both employees and employers if there was a more structured approach to recognizing the achievements, skills and knowledge of financial information industry professionals. Research found that there is significant industry support for the development of an employee certification program if it is substantive and responsive to changes in the industry. It also found that the industry is of sufficient size to support a certification program financially."

During its December 2009 meeting, the FISD Executive Committee approved the next phase of this initiative: the creation of a basic curriculum and the development of the plans, business models, and relationships necessary to launch an FISD Professional Certification facility. The work will be conducted in the first half of this year with launch targeted for the third-quarter of 2009.

"FISD is pleased to announce that it has hired David Anderson and Atradia Consulting (www.atradia.com) to lead this next phase of the Professional Certification project," Davin further noted. He also added that "in 2008, Atradia conducted the formal market research on this topic and David is recognized as a thought-leader in the area of employee development and certification in the financial information industry. So we are confident of Atradia's current and future contributions to this arena."

Also according to Davin, "The individuals who work within the financial information industry constitute a skilled, professional group of practitioners who are an important asset to their organizations and are likely to be key players as the financial industry, and the global economy, works its way out of the credit crisis. These two FISD initiatives promote and recognize the importance of these professionals to the financial services industry and make it easier for companies to identify them."

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 more than 500 leading software and information companies. For further information, visit www.siia.net.

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