

### **Interactive Data to Provide Pershing LLC's Introducing Broker-Dealer and Independent RIA Customers with Streaming, Real-Time Market Data and Analytical Tools**

#### **Wide Range of Data and Analysis Delivered Through Pershing's NetX360™ Technology Platform**

**New York, July 20, 2009** - Interactive Data Corporation (NYSE: IDC), a leading provider of financial market data, analytics and related solutions, announced today that it will begin providing Pershing LLC's introducing broker-dealer and independent registered investment advisor (RIA) customers with access to real-time market data and analytical tools through Pershing's NetX360™ technology platform.

Interactive Data worked closely with Pershing to develop and design a customized Web-based portal that is accessible via NetX360. The portal will provide Pershing's customers with access to a wide range of real-time market data and tools as well as analysis on companies and events to help them gain perspective on key trends shaping the capital markets.

Pershing's customers will also have the ability to access Interactive Data's [Market-Q](#)<sup>SM</sup> through NetX360. Market-Q is a flexible, browser-based, streaming real-time market data desktop application that offers a broad array of financial information and content, including global real-time market data, advanced charting capabilities, Dow Jones Newswires® news and analysis, and commentary on companies and market events. Market-Q's streaming capabilities are accessible from Web browsers, providing investment professionals and RIAs with the flexibility to utilize its capabilities regardless of their location.

Pershing plans to implement the Web-based portal and Market-Q offering as fully-hosted solutions, which will help to eliminate the need for additional onsite technology infrastructure costs associated with servers, circuits and routers.

"We are very pleased that Pershing has chosen Interactive Data to provide Market-Q and our custom designed portal to their customers via NetX360," said Ray D'Arcy, president and chief executive officer, Interactive Data Corporation. "The combination of real-time market data and our powerful analytical tools can result in a unique online experience for investment professionals and RIAs. The fully-hosted solution can also help Pershing's customers control market data costs and free-up resources so they can focus on other critical aspects of growing their businesses."

Since 2003, Interactive Data has provided Pershing with [PlusFeed](#)<sup>SM</sup> its consolidated, low latency digital datafeed that delivers data on over 6 million instruments from more than 450 global sources. PlusFeed includes multi-asset class instrument coverage and extensive Level 2 data. PlusFeed helps to power the NetX360 platform and helps complement the front-end applications of Interactive Data's Web-based portal and Market-Q offerings.

### **About Pershing LLC**

Pershing LLC (member FINRA/NYSE/SIPC) is a leading global provider of financial business solutions to more than 1,150 institutional and retail financial organizations and independent registered investment advisors who collectively represent approximately five million active investors. Located in 20 offices worldwide, Pershing and its affiliates are committed to delivering dependable operational support, robust trading services, flexible technology, an expansive array of investment solutions, practice management support and service excellence. Pershing is a member of every major U.S. securities exchange and its international affiliates are members of the Deutsche Börse, the Irish Stock Exchange and the London Stock Exchange. Pershing LLC is a subsidiary of The Bank of New York Mellon Corporation. Additional information is available at [www.pershing.com](http://www.pershing.com).

### **About Interactive Data Corporation**

Interactive Data Corporation (NYSE: IDC) is a leading global provider of financial market data, analytics and related solutions to financial institutions, active traders and individual investors. The Company's businesses supply real-time market data, time-sensitive pricing, evaluations and reference data for millions of securities traded around the world, including hard-to-value instruments. Many of the world's best-known financial service and software companies subscribe to the Company's services in support of their trading, analysis, portfolio management and valuation activities. Interactive Data, headquartered in Bedford, Mass., has approximately 2,400 employees in offices located throughout North America, Europe, Asia and Australia. Pearson plc (NYSE: PSO; LSE: PSON), an international media company, whose businesses include the Financial Times Group, Pearson Education, and the Penguin Group, is Interactive Data Corporation's majority stockholder. For more information about Interactive Data Corporation and its businesses, please visit [www.interactivedata.com](http://www.interactivedata.com).

The customized Web-based portal that Interactive Data developed for Pershing is offered by the Company's Real-Time Services business, a leading provider of real-time global market data to financial institutions, redistributors and online financial portals worldwide. Offerings from Interactive Data include PlusFeed<sup>SM</sup>, a consolidated, low-latency digital datafeed. Also managed as part of this group is Interactive Data's Managed Solutions business, a leading provider and operator of customized financial market information systems.

Market-Q<sup>SM</sup> is offered by eSignal ([www.eSignal.com](http://www.eSignal.com)), Interactive Data's desktop solutions business and a leading global provider of financial and business information to professional traders and active individual traders. Building on a legacy of 25 years of delivering time-sensitive financial information, eSignal provides streaming, real-time market data, news and analytics.

Interactive Data<sup>SM</sup> and the Interactive Data logo are service marks of Interactive Data Corporation. PlusFeed<sup>SM</sup> is a service mark of Interactive Data Real-Time Services. Market-Q<sup>SM</sup> is a service mark of eSignal.

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