

### **INTERACTIVE DATA HELPS ETF.COM EXPAND ITS SERVICES FOR FINANCIAL PLANNERS AND INVESTORS**

#### **Leading Web Site Dedicated to ETFs Now Offers Advanced Research Capabilities**

**New York, April 13, 2009** – Interactive Data Corporation (NYSE: IDC), a leading provider of financial market data, analytics and related solutions, today announced that its Managed Solutions business has developed a series of enhancements for [ETF.com](http://ETF.com), a leading Web site that offers sophisticated research for exchange-traded funds (ETFs) listed on U.S. exchanges.

ETF.com leverages Interactive Data's capabilities for displaying and analyzing data on ETFs, including profiles, charts, screeners, and analytics — providing Web site visitors with a comprehensive set of free research tools. Detailed quote information such as fundamentals, performance and market cap, along with rankings of the top performing ETFs by multiple categories, are also now available on the Web site. ETF.com is now also able to deliver side-by-side fund comparison tables and performance charts that can be measured against a benchmark.

"Interactive Data's broad range of financial data delivery capabilities, along with its sophisticated technology platform and ability to build customized applications, enabled us to expand our offerings at ETF.com and assist financial planners and investors in more effectively obtaining critical ETF-related information," said Ken Beller, CEO of ETF Media, Inc. "As ETFs continue to gain popularity among investors, it is important that we work with a trusted provider of content and related solutions to effectively enhance our Web site as we expand our services. Interactive Data met our design and functionality requirements for our Screener to create a unique search application while still getting to market quickly.

"We are pleased to work with ETF.com in expanding its powerful online financial application to include a variety of additional ETF content that is important to investors' decision making processes," said Luan Cox, general manager of Interactive Data Managed Solutions (Americas). "We continue to draw upon our technology infrastructure, comprehensive data and sophisticated tools to design cost-effective and customized solutions designed to help meet our customers' needs."

Interactive Data utilizes financial market data sources from across its organization and from other vendors to build and manage customized Web-based applications for financial customers such as global wealth managers, retail and investment banks, asset managers, online brokers and stock exchanges. These applications aggregate a tailored set of financial data and customer-proprietary content, and offer visually stunning features such as streaming data feeds, charts, sophisticated search functions and decision-support tools and analytics.

Interactive Data helps its customers optimize business processes and save costs, while creating a unique online experience that attracts, engages, and retains online users. Its Managed Solutions business has more than 470 customers globally and hosts more than 1,000 Web sites.

### **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.

Interactive Data's Managed Solutions business is a leading provider and operator of customized financial information systems. The group builds and manages Web-based financial market data portals and terminals for a range of organizations worldwide, from retail and investment banks to asset managers, online brokers, stock exchanges and media portals. By aggregating a broad set of financial data and client-proprietary content and offering visually stunning features such as charts, sophisticated search functions, decision-support tools and analytics, these intuitive applications can help customers optimize their business processes and realize efficiencies. This group is managed as part of the Interactive Data's Real-Time Services business, which provides a comprehensive suite of offerings that includes PlusFeed<sup>SM</sup>, a consolidated, low-latency digital datafeed.

For more information about Interactive Data Corporation and its businesses, please visit [www.interactivedata.com](http://www.interactivedata.com)

### **About ETF.com**

ETF.com is owned and operated by ETF Media, Inc., a leader in information for the exchange-traded funds industry. For more info, please e-mail [info@ETFMedia.com](mailto:info@ETFMedia.com) or visit [www.ETF.com](http://www.ETF.com).

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