

### **Msnbc.com CHOOSES INTERACTIVE DATA TO DESIGN AND MANAGE ITS EXPANDED BUSINESS SECTION**

#### **Interactive Data Provides Customized Tools and Applications to Leading Web Site's Popular Business Section**

**New York, September 8, 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 been selected by [msnbc.com](http://msnbc.com), an industry leading online news site, to expand the financial tools in its Business Section.

Msnbc.com's new financial offerings in its Business Section are designed to allow customers access to a more robust set of tools and analytics, including quotes, advanced charting, company profiles, earnings estimates, analyst ratings, international indices, and other valuable components. These new tools can help users in analyzing data and making informed investment decisions about the financial markets. The new Business Section recently went live on August 31.

Interactive Data is providing msnbc.com with data and tools in both a hosted format and via an XML data feed. The XML feed allows for greater flexibility and provides a seamless integration into several components on the site, including the site's news pages.

"As an industry leader in financial news delivery, we wanted to work with a top provider of market data and content," said Martin Wolk, executive business editor at msnbc.com. "With Interactive Data's rich content delivery and commitment to customer service, we believe our current and future Web site visitors will enjoy an informative and valuable experience."

"Msnbc.com is widely recognized as an industry leading key news site, and our skilled team of professionals was able to help elevate the financial offerings provided in the site's popular Business Section to a new level," said Luan Cox, general manager of Interactive Data Managed Solutions (Americas). "Together we were able to develop a solution to help msnbc.com's users more effectively analyze comprehensive financial data in order to make informed investment decisions."

Interactive Data offers a wide range of products that utilize the Company's own financial market data and aggregate third party content sources to design, develop and manage custom Web-based applications for financial customers. These users include global wealth managers, retail and investment banks, asset managers, online brokers, and stock exchanges. The applications offer visually stunning features such as streaming data feeds, charts, sophisticated screening functionality and company 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 datafeed.

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

Interactive Data<sup>SM</sup> and the Interactive Data logo are service marks of Interactive Data Corporation.

### **About msnbc.com**

Msnbc.com delivers a fuller spectrum of news. Drawing on its award-winning original journalism, NBC News heritage, trusted sources and Microsoft's advanced technologies, the site presents compelling, diverse and visually engaging stories on the consumer's platform of choice. Based in Redmond, WA, msnbc.com is a joint venture of Microsoft (NASDAQ: MSFT) and NBC Universal (NYSE: GE).

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