



**For immediate release**

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**RainMaker Trading Selects 29West Messaging  
for Proprietary Trading Platform**

**Chicago – FIA Futures & Options Expo – November 11, 2008** - 29West, Inc., the market leader in low-latency messaging solutions, today announced that RainMaker Trading, LLC, who provides cutting edge, end-to-end systematic trading solutions to sophisticated professional trading organizations, has chosen 29West Ultra Messaging<sup>®</sup> for the Enterprise (UME) to power its order routing and market data dissemination systems.

Tom Brennan, director of RainMaker Trading, said, “With the current volatility in the markets, we have come to rely on UME not only for speed but stability as well.”

According to Brennan, RainMaker's order routing and market data dissemination systems are built on top of 29West's UME product, allowing for reliable sub-millisecond delivery of information to all system components. UME provides a stable framework messaging layer that allows RainMaker to focus on expanding and enhancing its systems.

RainMaker is known for its advanced execution platforms, and proprietary, customized trading software. The firm provides critical infrastructure, unique ultra low-latency market data feeds, algorithmic trading tools, direct market access and professional software consulting services.

29West President and founder Mark Mahowald said, “In the past two years, we have seen broad market adoption of our guaranteed messaging solutions for mission critical applications like order routing and order execution systems. From powering electronic market making applications to entire exchanges, the breakthrough Parallel Persistence<sup>®</sup> design provided by UME offers our customer dramatically lower latency with standard off-the-shelf hardware and far greater scalability. We're excited to help RainMaker achieve their goals. This type of end-to-end system is a big growth market for 29West worldwide.”

Adding that RainMaker is one of 25 new direct customers closed so far in 2008, Mahowald said, “Despite the current market conditions, 29West is still growing strongly and is profitable. We continue to see growing demand for our enterprise-wide messaging solutions as customers look for ways to optimize their systems performance in these difficult conditions.”

“RainMaker has released its RainMaker Direct end-to-end solution in live production, successfully implementing our complete suite of trading products,” Brennan said. “We will be happy to compare our

latency metrics with any competitive solution provider in the marketplace. Professional trading organizations grappling with the buy vs. build dilemma can now utilize RainMaker's complete end-to-end solution and integrate their core proprietary trading strategies into the RainMaker system." He added, "Firms will gain relief from the onerous costs of infrastructure development and support and can refocus their finite resources on growing their core strategies."

#### Notes to Editors

##### ABOUT 29West

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29West is the leader in high-performance, low-latency messaging solutions for financial institutions. With its initial release in November 2004, 29West's Latency Busters<sup>®</sup> Messaging (LBM) set a new standard in performance for financial market messaging and has been deployed in over 120 firms worldwide. Rapidly growing and profitable, 29West has added 27 new customers in the first nine months of 2008. With the introduction of Ultra Messaging<sup>®</sup> for the Enterprise (UME) at the end of 2006, 29West brought the unique Parallel Persistence<sup>®</sup> design to guarantee messaging. Where other solutions send first to a store and then to the end receiver, 29West UME solutions send to the end receiver in parallel with delivery to the store, resulting in dramatic increases in throughput and drops in latency. With offices in Chicago, New York, London and Tokyo, 29West supports the financial markets worldwide.

For more information, visit <http://www.29west.com>

##### ABOUT RainMaker Trading LLC

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RainMaker Trading LLC was formed to provide cutting edge end-to-end systematic trading solutions to sophisticated professional trading organizations looking to close the quantitative gap between themselves and larger trading organizations with superior technology resources. The vision of RainMaker is to provide a bridge to this market segment of traditional trading organizations, enabling their rapid evolution into a systematic trading entity while maintaining their core strategies. For those traders who desire to create a separate trading enterprise RainMaker can provide a complete solution from trade opportunity identification through trade execution, utilizing highly customizable trading tools. RainMaker provides relief for newer ventures from the necessary development and support of critical and costly infrastructure necessary for the replication of prior trading successes. RainMaker's approach is to let traders focus on what they do best: trading the markets, alleviating the burdens of infrastructure buildup and immediately accessing market opportunities with limited active lives. For more information, visit [www.rainmakertradingllc.com](http://www.rainmakertradingllc.com) or call Tom Brennan, Director, at 312-896-8290.

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