



For Immediate Release:

## Options IT Optimizes Velocity Market Connectivity Service to Provide Lowest-Latency Access for European Markets

*Six-month Project Prompted by Recent Growth of High-Frequency Trading Strategies Among European Market Participants*

NEW YORK — April 12, 2010 — Options IT, a leading provider of high-performance technology Infrastructure-as-a-Service (IaaS), managed application hosting, and ultra-low latency market connectivity for the buy-side and sell-side, today announced it has optimized its Options PIPE® Velocity market connectivity service to provide lowest-latency access to the major European trading venues.

The six-month optimization project was prompted by the recent growth of high-frequency trading strategies being executed by European market participants. PIPE Velocity is an ultra-low latency market data and managed hosting service designed to ensure high-speed performance for latency sensitive trading and risk applications.

The PIPE Velocity service enhancement across the European markets follows a similar optimization project that Options IT undertook in the U.S. in 2005, as trading firms began looking to reduce all possible latency in their U.S. trading strategies.

“The growth of high-frequency trading strategies that we’ve seen in the U.S. during the last several years is now beginning to play out in the European market,” said Nigel Kneafsey, CEO at Options IT. “We anticipate this trend will only accelerate as liquidity continues to fragment across new and existing trading venues resulting in rapidly increasing market data rates. Consequently, there’s now a race on to provide clients trading the European markets with the closest, fastest access to markets on which they’re executing their strategies.”

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**About Options IT ([www.options-it.com](http://www.options-it.com)):**

Founded in 1993, Options IT is a global provider of high-performance technology Infrastructure-as-a-Service, managed hosting, ultra-low latency market data and connectivity for hedge funds, proprietary trading shops, investment banks and brokerages. Combining innovative technology solutions with highly experienced technology management and support staff, Options IT provides clients with a total technology infrastructure solution via the Options PIPE platform, delivering the efficiencies of a hosted technology service with the scalability, strength and security of an enterprise solution. With offices across North America, Europe and Asia, Options IT provides solutions to more than 120 clients globally.

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