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Asset Control and Avox Partner to Enhance Business Entity Data Quality and Workflow

Asset Control and Avox to host Counterparty Data Seminars
in New York and London next month

New York, NY – February 12, 2009 – **Asset Control**, a world-wide leader in financial data management solutions, is collaborating with Avox[®], the business entity data specialist and a majority owned subsidiary of the Deutsche Börse Group, to help provide financial institutions with the ability to use fully verified global business entity data across their organizations. The current turmoil in the financial services industry has placed counterparty data management high on the agenda, and the need to quickly and reliably aggregate exposure to an entity and effectively execute risk mitigation procedures is becoming more crucial.

In addition, Asset Control and Avox will host seminars next month on the challenges of managing counterparty data, in **New York on March 12** and in **London on March 25**. Mike Atkin, managing director of the **EDM Council**, will moderate a panel of invited speakers in New York, and Angela Wilbraham, chief executive officer of **A-Team Group** will moderate the panel in London. Attendance is free to financial industry professionals that apply for registration via [Asset Control's web site](#).

High quality, continuously available data is essential to a firms' ability to gain operational efficiencies, meet compliance requirements, enhance customer service, and mitigate risk. However, the process of keeping business entity data current and consistent across an organization's multiple business lines can be an enormous challenge. Mutual customers of Asset Control and Avox will be able to integrate Avox's business entity data service with Asset Control's centralized data management solutions. With Avox providing high quality entity data

complete with universal identification to Asset Control's platform, financial institutions have an accurate, documented and auditable data management process for compliance and risk management purposes.

Ken Price, chief executive officer of Avox, said, "Avox's global network of contributing clients, in conjunction with our first class research team, authoritative sources and global news feed partners generate the most complete and timely business entity data possible. By partnering with Asset Control, our mutual customers will be able to access validated and stress-tested data, and freely distribute it across multiple source systems, business units and locations within their organizations – all from within Asset Control's data management platform."

Avox engages the global financial community to aid in the process of review and notification of incomplete or potentially incorrect entity data, and centralizes verification of the data for consumption. Business entity data is updated daily with all changes identified by an international consortium global community of clients and partners – such as Citi, Nomura, Standard Bank of South Africa, and SWIFT – complete with client-specific identifiers and an Avox generated audit trail listing the authoritative sources used to verify data accuracy, in line with regulatory requirements.

Phil Lynch, Asset Control's president and chief executive officer, said, "Asset Control's integration with Avox will help financial organizations to minimize latency of entity data within a proven centralized information framework. This integration is one of many ways that Asset Control continues to focus on helping financial institutions to improve data quality and timeliness, especially in an environment in which the ability of financial institutions to minimize credit, counterparty and operational risk remains crucial."

About Avox

Avox Limited utilises an entirely new approach to validating, correcting and enriching business entity data. The firm has established a shared pool of business entity data regularly contributed by a growing number of clients including SWIFT, Allianz, Citi, Barclays, Nomura and Standard Bank of South Africa. This industry data is combined with up-to-date content from other authoritative sources including regulators, business registries and company filings. Changes made by any of Avox's clients to a data record are immediately revalidated by an Avox analyst and, if proven correct, they are broadcast, complete with a full audit trail, to all other clients

holding the same record. The data in Avox includes corporate hierarchies, address information, industry sector codes, company identifiers, regulatory content and links to issued securities.

Avox has offices in London, New York, Paris, Toronto, Sydney, Singapore, Tokyo and Wrexham (Wales). Avox is a majority-owned subsidiary of the Deutsche Börse Group, one of the world's largest financial exchange organisations. For more information, please visit www.avox.info.

About Asset Control

Asset Control provides centralized data management solutions for financial institutions worldwide. From business-entity to firm-wide projects, Asset Control offers a strategic reference and market data platform that delivers the accuracy, consistency and relevancy firms need to reduce costs and risk, manage evolving compliance needs, and accelerate the delivery of new products and services. A Fidelity Ventures company, Asset Control serves some of the world's most successful financial institutions. For more information, visit www.asset-control.com.

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