

Bloomberg Tradebook

BLOOMBERG TRADEBOOK LAUNCHES INDEPENDENT RESEARCH INITIATIVES

Clients get industry-leading transparency & research consultants

New York, May 10, 2011 – Bloomberg Tradebook, a leading global agency broker, today announced innovations in research access, transparency and service and an expanded team of independent research providers (IRPs).

The new Bloomberg Tradebook IRPs are: Capital Markets Research, IPO Financial Network, Roubini Global Economics, Sales Pulse Research, Turning Point Analytics, Two Rivers Analytics and Veritas Investment Research. These firms will join Bloomberg Tradebook's current research providers Arete Research, Riedel Research Group and Thompson Research Group. Bloomberg Tradebook's dedicated research team reviewed numerous IRPs, including those recommended and requested by clients, before selecting providers.

"We chose these independent research providers after a deep, rigorous and analytical process," said Bloomberg Tradebook's Chief Executive Officer (CEO) and President, Raymond M. Tierney III. "Our execution expertise combined with investment ideas from leading IRPs and Bloomberg's unmatched data and news gives clients valuable tools to seek maximum alpha."

Dean Daniels, CEO Roubini Global Economics, said, "Bloomberg Tradebook has a distinguished history as an innovator in merging insight with its clients' workflow and Roubini Global Economics gives its clients a view into the economic dynamics that affect investment decision-making. The partnership between Bloomberg Tradebook and Roubini Global Economics makes a powerful combination and we are very pleased to be a part of it."

Bloomberg Tradebook also revealed industry-leading policies and programs:

- **Direct access to IRPs** – In addition to receiving research reports and events, clients can also connect directly with the analysts themselves. Bloomberg Tradebook has selected IRPs with a record of performance and informed perspectives on the markets they cover
- **Full transparency in pricing** - Bloomberg Tradebook clients will get specific details on what research they will be getting for the fees they pay. Also, clients will only pay for the research that they want and can pay using hard dollars, commission sharing arrangements (CSAs) or bundled commissions
- **Highly-trained research consultants** - Bloomberg Tradebook offers clients the ease and expertise of a specialized consultant who can work as a single point of contact. These consultants, who have completed extensive training, will provide clients with tailored research.

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"These initiatives move us closer to our goal of being the industry's broker of choice," Tierney said. "Bloomberg Tradebook designed these measures to help our clients get an edge with access to customized, relevant and actionable trading ideas from sources they can trust."

For more information on Bloomberg Tradebook research services contact: Alvin Kressler (the Americas and APAC) at akressler1@bloomberg.net and +212 617 7074 or Erika Hempel (EMEA) at ehempel@bloomberg.net and +44 20 7073 3192 or go to www.bloombergtradebook.com/services/

About Bloomberg Tradebook

Bloomberg Tradebook is Bloomberg's agency broker that partners with the buy-side and sell-side to provide high-quality liquidity, market insight and customized solutions based on innovative technologies. Founded in 1996, Bloomberg Tradebook offers its customer base trading solutions for equities, futures, options, and foreign exchange (FX) to actively manage complex trading strategies across more than 100 global exchanges. By providing direct access to independent research analysts and commission management services, Bloomberg Tradebook provides clients with numerous ways to find and implement smart trading ideas. Bloomberg Tradebook is available on the Bloomberg Professional service.

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