

Bloomberg Tradebook

BLOOMBERG TRADEBOOK BOOSTS INDEPENDENT RESEARCH OFFERING

Research from IDC, Lombard Street Research and H&M Consulting Group Now Available

New York, 28 September 2011 -- [Bloomberg Tradebook](#), a leading global agency broker, announced today that six new independent research providers have been selected to join its research services offering. Bloomberg Tradebook clients now have access to premium market research from 15 independent research firms that provide an informed perspective on the markets they cover.

[The Analyst](#), [H&M Consulting Group](#) (HMCG), IDC Tech Investor, a division of [IDC](#), [John Burns Real Estate Consulting](#), [Lombard Street Research](#), and [inThought Research](#), which is part of [Wolters Kluwer Pharma Solutions](#) join an [existing network](#) of independent research providers [first announced in May](#), including Capital Markets CRC, IPO Financial Network, Roubini Global Economics, Riedel Research Group, Sales Pulse Research, Thompson Research Group, Turning Point Analytics, Two Rivers Analytics and Veritas Investment Research.

"Demand for fundamental research is growing because the in-depth industry analysis informs effective trade ideas," said Ray Tierney, President and Chief Executive Officer of Bloomberg Tradebook. "Our rigorous selection process identifies alternative research providers with industry knowledge that comes from data-driven analysis."

As part of its service, Bloomberg Tradebook research consultants review industry reports and coordinate introductions to analysts at participating IRPs. In addition, a flexible payment model allows clients to pay for the research they need using hard dollars, commission sharing arrangements (CSAs) or bundled commissions. ^[1]

Recognized for its proven research methodology, IDC employs more than 1,000 analysts in 110 markets worldwide who provide comprehensive research to the investment management community through the IDC Tech Investor service. Kevin Kane, Group Vice President, Investment Research at IDC said, "Collaborating with Bloomberg Tradebook allows us to provide customized research support to its audience of financial services professionals. Investment managers who require in-depth market analysis can rely on the IDC Tech Investor offering to gain unique insight into technology trends at a truly global level."

H&M Consulting Group (HMCG) is an independent research firm that uses primary research methodologies to help clients gain insight into a company's fundamental performance and value drivers. HMCG conducts ongoing channel checks in the retail, restaurant and consumer space as well as custom proprietary research in the industrial, healthcare, TMT (Technology, Media and Telecom) sectors, among others. "Investors use our data to get an accurate and predictive picture of health across many companies and industries," said Chris Harrie, Managing Director and Principal at HMCG. "We conduct research that allows an objective analysis of the factors that impact a company's fundamental performance in the marketplace."

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^[1] Only available to eligible parties in jurisdictions where legally permissible.

About Bloomberg Tradebook

Bloomberg Tradebook, partners with the buy-side and sell-side to provide high-quality liquidity, market insight and customized solutions based on innovative technologies. 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 over the Bloomberg Professional service, Bloomberg Tradebook connects traders to over 70 markets worldwide, making it possible to trade equities, futures and options across 41 countries, as well as 41 currency pairs on the FX market place. More information is available at <http://www.bloombergtradebook.com/>.

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