

## **INTERACTIVE DATA DEVELOPS NEW FUND TRADING PORTAL FOR JULIUS BAER**

### **Off-exchange trading of over 300 investment funds in real time**

**ZURICH – 12 July 2010** -- Interactive Data Corporation (NYSE: IDC), a leading provider of financial market data, analytics and related solutions, today announced that its Managed Solutions business has developed 'Fundstrading', a new fund trading portal for Swiss bank Julius Baer. This off-exchange trading platform is designed to provide real-time prices for more than 300 investment funds throughout the trading day.

Interactive Data has designed, built and is maintaining the portal, based on its PrimePortal product suite that provides extensive features for searching, analysing and displaying fund products. Funds information and prices are also provided by Interactive Data. Live push technology can help to deliver fair market prices and pricing transparency throughout the trading day, enabling investment funds to be traded in real time. In addition, a custom-made content management system is designed to allow Julius Baer to independently update product data and other statistical information quickly and easily.

Traditional investment funds that have been licensed for public sale in Switzerland can be traded through the portal. This service is available to both institutional and private investors, regardless of whether or not they are customers of Julius Baer.

"Fundstrading is the first Swiss trading portal for the secondary market that includes investment funds from a variety of companies and is also available to the public. With an initial universe of 300 funds on offer, we are a leader in Switzerland in providing this type of service", said Angelo Frascadore, project manager in charge of e-tools for Julius Baer. "We commissioned Interactive Data to develop this integrated solution. They have successfully managed our Structured Products website, and it was therefore quite natural for us to also take advantage of their long-standing expertise in developing customised financial portals and optimising funds."

"We are delighted that Julius Baer has again called on our expertise in designing and managing customised desktop solutions. It speaks for the quality of our relationship and the confidence the customer has placed in us", added Christian Thier, managing director of Interactive Data Managed Solutions in Switzerland.

## **About Julius Baer**

Julius Baer is the leading private banking group in Switzerland with an exclusive focus on supporting and advising private clients. Julius Baer oversaw customer assets totalling CHF 241 billion at the end of 2009, including managed assets of around CHF 154 billion. Julius Baer & Co. AG, the renowned private bank whose origins go way back to the year 1890, is the most important operating company in the Julius Baer Gruppe AG group of companies. Its shares are listed on the SIX Swiss Exchange (ticker symbol: BAER) and are a component of the Swiss Market Index (SMI), which includes the 20 largest and most liquid Swiss stocks. Julius Baer has more than 3,000 employees in over 20 countries at around 40 locations – including Zurich (registered office), Buenos Aires, Dubai, Frankfurt, Geneva, Hong Kong, London, Lugano, Milan, Moscow and Singapore.

For more information: [www.juliusbaer.com](http://www.juliusbaer.com)

## **About Interactive Data Corporation**

Interactive Data Corporation (NYSE: IDC) is a trusted leader in financial information. Thousands of financial institutions and active traders, as well as hundreds of software and service providers, subscribe to our fixed income evaluations, reference data, real-time market data, trading infrastructure services, fixed income analytics, desktop solutions and web-based solutions. Interactive Data's offerings can help clients around the world with mission-critical functions, including portfolio valuation, regulatory compliance, risk management, electronic trading and wealth management. Interactive Data is headquartered in Bedford, Massachusetts and has more than 2,400 employees in offices worldwide. Pearson plc (NYSE: PSO; LSE: PSON), an international media company, is Interactive Data's majority stockholder.

For more information: [www.interactivedata.com](http://www.interactivedata.com)

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