



PRESS RELEASE

Edelweiss deploys Omnesys Trading Platform with real-time newsfeed from Dow Jones

Edelweiss Customers will now have access to real-time breaking news and analysis from Dow Jones Newswires on Omnesys Trading Platform

Mumbai, 16th July, 2010: Edelweiss Capital, India's leading diversified financial services company, has announced that it has deployed the Omnesys proprietary trading platform, Omnesys NEST™, the flagship product of Omnesys Technologies, a technology company which develops products for the Securities Market segment in the BFSI space. With this deployment, Edelweiss aims to fulfill the needs of its high frequency trading clients & help them in their trading and decision making through access to real-time breaking news & analysis from Dow Jones Newswires on their terminals.

www.edelweiss.in, the online trading portal of Edelweiss, through "Xtreme Trader" will not only offer its clients access to live streaming quotes and trade through the terminal, but also the facility to do real time charting, historical charting and analysis. Clients can also analyze historical data and build their own queries. Streaming real-time news from Dow Jones Newswires can be accessed directly from their online trading platform. They can customize the news to their watch list and set pop up alerts. This can help them take market driven action quickly.

Commenting on the partnership, Shrikant Pandit, Managing Director, Omnesys, said, "We are extremely pleased that Edelweiss has deployed our platform to provide value added features to its clients. We had recently entered into an alliance with Dow Jones, which would give access to real-time breaking news and analysis from their newswires on Omnesys NEST™ terminals. Omnesys will be the first trading platform in India with an integrated newsfeed. This would be a great boon to customers of Edelweiss who will be able to make faster, more informed trading & investment decisions".

Kedar Deshpande, Senior Vice President, Edelweiss said, "This is an essential utility for clients as the M&A and other market developments take momentum in India. This utility also gives significant advantage to clients during the results season. They can be quick on the action as and when companies announce their results. With this offering www.edelweiss.in platform becomes even more comprehensive and effectively covers every genre of equity investors."

Mitya New, Managing Director, Dow Jones India, said, "We are pleased to be extending our market-leading news and analysis to Edelweiss customers through the Omnesys platform. Dow Jones and Omnesys are uniquely positioned to take advantage of the significant growth in the retail trading sector and this is one such example of the demand for quality news and analysis from the market"

About Edelweiss Capital

Established in 1995, Edelweiss Capital (NSE: EDELWEISS, BSE: 532922, Bloomberg: EDEL.IN) has emerged as India's leading diversified financial services company.

Edelweiss offers a large range of products and services spanning across asset classes and consumer segments. Its businesses are broadly divided into Investment Banking, Brokerage Services, Asset Management and Financing. The company's research driven approach and proven history of innovation has enabled it to foster strong relationships across corporate, institutional and individual clients. The Mutual fund and Retail Broking businesses along with the announced acquisition of Anagram Capital have paved the way for Edelweiss to cater to the large retail client segment. Edelweiss' presence in India along with Anagram now spans 209 offices across 111 cities.

About Omnesys

Omnesys is a leading provider of the multi-asset class, multi-venue trading system Omnesys NEST™. Omnesys NEST™ is a fully integrated eco-system for securities including the Order Management System, a comprehensive pre-trade risk management system that supports various types of front ends, automated trading systems, and algorithms. Omnesys NEST™ also provides FIX execution capabilities and APIs for both buy and sell side firms. With exceptional throughput, very low latency and high scalability capabilities, Omnesys NEST™ has captured significant market share in the Indian markets within a short period of time. A substantial percentage of the volumes on the markets happen through Omnesys NEST™ automated trading systems and algorithms.

About Dow Jones

Dow Jones & Company (www.dowjones.com) is a News Corporation company (NASDAQ: NWS, NWSA; ASX: NWS, NWSLV; www.newscorp.com) and a leading provider of global news and business information. Its principal products include The Wall Street Journal, Dow Jones Newswires, Dow Jones Factiva, Barron's and MarketWatch. Through its Local Media Group, Dow Jones operates community-based newspapers and Web sites. Dow Jones also provides news content to television and radio stations.

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