

Poll Results from June 2, 2009 Webcast:

“Managing Marketing Data Costs in a Challenging Environment”

Poll Question 1:

Overall, how are your market data expenses changing this year compared to last?

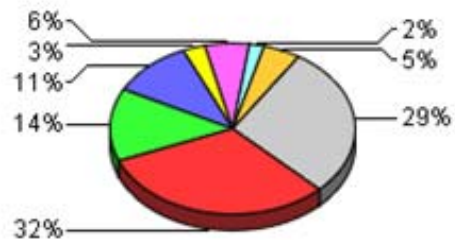
Increasing more than 15%	9	10.7%
Increasing 5 to 15%	16	19%
Stable -5 to +5%	31	36.9%
Down -5 to -15%	24	28.5%
Down more than -15%	4	4.7%
Total	84	100%



Poll Question 2:

Which initiatives are you getting most of your cost savings from:

Eliminating redundant providers	21	31.8%
Pushing cost reductions out to vendors	9	13.6%
Reduced usage due to staff reductions	7	10.6%
Switching data aggregators	2	3%
Moving away from aggregators to direct feeds	4	6%
Moving away from direct feeds to aggregators	1	1.5%
External hosting/outsourcing of aspects of the market data function	3	4.5%
We are not spending less on market data	19	28.7%
Total	66	100%



Poll Question 3:

What is your biggest market data challenge:

Reducing overall spend	37	57.8%
Reducing latency	3	4.6%
Reducing infrastructure footprint (middleware, direct feeds, etc.)	4	6.2%
Reducing bandwidth costs	2	3.1%
Managing / implementing direct feed infrastructure	7	10.9%
Managing market data volumes	5	7.8%
Storing market data	6	9.3%
Total	64	100%

