



# Press Release

## INNOVEST SYSTEMS OFFERS ELECTRONIC TRADING CAPABILITIES THROUGH NYSE TECHNOLOGIES

*Leveraging the Power of NYSE Technologies' FIX Trading Technology and Innovest's InnoTrust System Provides Trust and Investment Professionals Further Real-Time Trading Capabilities*

**New York, March 1, 2010** – Innovest Systems, LLC, a financial technology firm specializing in trust accounting and wealth management solutions, today announced that it will offer its clients additional electronic trading capabilities through integration with Appia, an industry leading low latency FIX engine developed and managed by NYSE Technologies, the commercial technology unit of NYSE Euronext (NYX).

Innovest's trust and wealth management clients will now have the ability to fully optimize trading efficiency. Users of Innovest's flagship product, InnoTrust, a trust accounting and wealth management platform, will now be able to perform real-time placement of trade orders through Appia, a widely adopted global FIX engine. Appia will manage and validate all electronic trading messages that use the FIX protocol for InnoTrust users.

Leveraging the power of Appia, InnoTrust's order management capabilities support the placing of market orders, limit orders, stop loss orders, day orders, good 'til cancelled orders, and stop limit orders. Other current order management capabilities include order blocking, portfolio rebalancing, bulk order entry with allocation to underlying accounts, and "what if" portfolio viewing. Across all asset types, InnoTrust currently processes more than 1.2 million trades per month.

William Thomas, Innovest Systems' chief executive officer, said, "We are pleased to be working with NYSE Technologies. Appia is one of the most reliable FIX engines available on the market today. Leveraging Appia enables Innovest to provide our wealth management clients considerably more flexibility as to how they place their real-time orders and they can be confident that Appia can handle all of their trading volumes, no matter the size, uninterrupted."

Added Bob Moitoso, Senior Vice President, NYSE Technologies, "Innovest clients will benefit from the high performing capabilities of Appia and can be assured that we're continuing to innovate and adapt to meet the marketplace's needs."

## **About Innovest Systems**

Innovest Systems, LLC is a financial technology firm that provides technology-driven solutions to trust and wealth management companies. With assets worth tens of trillions of dollars transferring between generations over the coming decades, Innovest's flagship product, InnoTrust, is designed to deliver a secure, integrated, real-time system offered in an Application Service Provider (ASP) environment. Innovest's technology is designed to meet the needs of smaller independent trust and wealth management companies, as well as the world's largest global financial services firms. Innovest is headquartered in the financial district of New York City. For more information about Innovest Systems, visit [www.innovestsystems.com](http://www.innovestsystems.com).

## **About NYSE Technologies**

A division of NYSE Euronext (NYSE), NYSE Technologies provides comprehensive transaction, data and infrastructure services and managed solutions for buy-side, sell-side and exchange communities that require next-generation performance and expertise for mission critical and value-added client services. This division operates four units: the Global Connectivity unit, offering one of the world's largest, most reliable financial transaction networks connecting firms and exchanges worldwide; the Trading Solutions unit, which creates and implements high performance, end-to-end messaging software and real-time market data distribution and integration products; the Exchange Solutions unit, which provides multi-asset exchange platform services, managed services and expert consultancy; and the Global Market Data unit, which offers a broad array of global market information products covering multiple asset classes. With offices across the U.S., Europe, and Asia, NYSE Technologies' advanced integrated solutions for a wide range of services has earned the ability to power the trading operations of global financial institutions and exchanges. For additional information, visit: [www.nyse.com/technologies](http://www.nyse.com/technologies).

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