

## ULLINK Ready for FIXatdl 1.1 Official Release

*Discover the 1.1 Compatible UL AMS Instant Algorithm Publication Solution at FPL EMEA*

**New York, London, Paris, Hong Kong – March 22nd 2010** – ULLINK, leading provider of low-latency connectivity and trading solutions is prepared for the launch of the FIXatdl protocol version 1.1, at the FPL EMEA convention in London tomorrow, with their fully compatible UL AMS algorithm publication and management solution.

*“The release of FIXatdl v1.1 is very significant for Ullink. The majority of clients leveraging the UL AMS are eager to implement this standard within their organization.”* Says Mo Takhim, Head of Managed Services at ULLINK, *“We are constantly working with our clients to help them integrate and embrace this new protocol, which we believe is the future of algorithm publication in the industry.”*

UL AMS is an Algorithms Publication and Management tool aimed at broker-dealers, enabling them to easily publish the details of their trading algorithms using an industry-standardized format called FIXatdl or the FIX Algorithmic Trading Definition Language.

The UL AMS framework is fully managed by ULLINK: brokers leverage an intuitive web interface to upload and publish algorithms by generating a FIXatdl compliant XML file, independently of the asset class.

Algorithmic end-user clients then simply upload their broker’s new XML files and instantly benefit from the most up-to date strategies.

This innovative tool serves to simplify the rollout of existing and new algorithms by enabling brokers to send a standardized ready-to-use FIXatdl XML file and eliminates the development and integration work needed by OMS/EMS Vendors. Adopting FIXatdl will significantly reduce the cost associated with writing algorithmic language and drastically cut down the time it takes for algorithms to reach the market.

UL AMS is currently the industry’s only neutral cross-asset FIX ATDL algorithm publication system.

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### ABOUT ULLINK

Fueling growth on client satisfaction, 100% independent with no tie to any broker or financial institution, ULLINK is a leading provider of comprehensive low-latency connectivity and trading solutions. ULLINK enables latency-sensitive buy and sell side financial institutions to build vendor-neutral trading environments around modular solutions for every asset class: users simply connect their existing applications to the UL BRIDGE connectivity platform, select their destinations and start trading.

ULLINK provides low-latency DMA to over 40 major international markets, and comprehensive care order architectures with OMS, exception management, best execution, and algorithmic trading across the globe. These flexible solutions are available in-house, or through the UL NET global routing network or as a fully-managed service (UL NET+).

ULLINK employs over 180 dedicated professionals with offices in New-York, São Paulo, London, Paris, Hong Kong, Tokyo, and growing. They support customers worldwide, around the clock. ULLINK’s proven capacity to deliver reliable software and exceptional services has earned it the trust of hundreds of clients, including many of the world’s largest financial institutions.

**Visit ULLINK at FPL EMEA in London on March 23<sup>rd</sup>, 2010 at Stand B1**

**For more information on UL AMS, please contact: [sales@ullink.com](mailto:sales@ullink.com)**