



PRESS RELEASE

Contact Information:

Greg Nadan
EZX, Inc.
Phone: 908-376-1446
Email: greg.nadan@ezxinc.com
Web: www.ezxinc.com

EZX ROLLS OUT NYSE PARITY TRADING SERVICE.

EZX Inc., a leading provider of trading infrastructure for hedge funds and proprietary trading firms announces the availability of its NYSE Third Party Algo Service.

Westfield, NJ – June 1, 2011 – EZX, Inc. announced that its NYSE Third Party Algo Service (TPA) is now available to clients. The TPA service enables EZX’s clients to automate their parity trading strategies on the NYSE. EZX is a registered NYSE Third Party Algo provider and is providing a fully managed trading infrastructure that enables sponsored clients to co-locate their trading strategies in EZX’s data center and trade directly with the NYSE matching engine using the NYSE parity order types (eQuotes). Basically, clients can send their “parent” orders through an NYSE floor broker back to their algorithm and then trade those orders automatically, with parity, in the NYSE marketplace.

“Our NYSE TPA Service is unique and provides a significant advantage to our clients”, commented John Petschauer, EZX CEO. “Prior to providing this service, firms had to send each “child” order of their strategy through a floor broker in order to benefit from parity. That was slow and inefficient. Now only the parent orders need to pass through this manual process, and once routed, the client’s strategy engine can trade directly with the market using eQuotes in a low latency environment”, added Mr. Petschauer.

EZX’s Third Party Algo Service is built on its industry proven iServer platform and is delivered and maintained as a fully managed service. Customers simply interface to the EZX API and they are ready to trade. EZX handles all the connectivity, exchange configurations, floor broker interfaces, and even clearing firm connections. The service also supports DMA connectivity to away markets that are used to lock in profits on trades. The iServer infrastructure can also support Options and Futures trading including multi-asset strategies such as option/equity pairs. In today’s markets, trading firms are constantly looking for an edge and the EZX TPA service provides them a real advantage.



PRESS RELEASE

About EZX, Inc.

EZX is a leading independent provider of Trading Infrastructure delivered as a Service for strategy focused Hedge Funds, Proprietary Trading Firms, & Brokers. Our high speed, broker neutral trading platform easily integrates to your Strategy/Algo engine, proprietary OMS, custom trading screens, or Excel spreadsheets. EZX configures, certifies, and supports the entire trading infrastructure so you can stay focused on your business. Our core product, iServer, is a proven trading infrastructure with a flexible API, pre-certified FIX connectivity to over 90 destinations, and a full function trade blotter. iServer enables you to quickly automate your strategies and trade electronically with global brokers, banks, and exchanges. EZX's products are built using industry proven technology that can process thousands of messages per second with low latency and reliable performance for Equities, Options, Futures and FX trading. Our world class service and support means we proactively monitor the infrastructure and assistance is always available.

For more information on our products and services, please contact us.

Phone: (908) 376-1445 ext. 2

Email: sales@ezxinc.com

Web: www.ezxinc.com

###