

## News Release

SIIA Contact: Tom Davin, 202-789-4465, [tdavin@siiia.net](mailto:tdavin@siiia.net)

### FISD Names Leo McBlain Lifetime Achievement Award Winner

*McBlain Recognized for Positive Impact on the Financial Information Industry*

Newport, RI September 25, 2007 – The Financial Information Services Division (FISD) of the Software & Information Industry Association today announced that Leo McBlain is the recipient of FISD's second annual "Market Data Lifetime Achievement Award." The award recognizes a long and distinguished career of contribution to the advancement of the financial information industry. FISD members voted in September, and the award was announced at a banquet at FISD's World Financial Information Conference (WFIC) in Newport.

"Leo's storied career has spanned numerous roles and leadership positions in the creation of the multi-billion dollar market data industry that we know today," said Tom Davin, VP & Managing Director of FISD. "He has held executive posts at some of the most influential organizations in our field, as well as creating and leading important industry consortiums like the Financial Information Forum, and FISD itself. I can not think of a more deserving winner of our Lifetime Achievement Award."

McBlain has been Chairman of the Financial Information Forum in NY since 1995. The Financial Information Forum is an industry organization that brings together business and technology executives from exchanges, broker-dealers, vendors and other organizations to address issues related to brokerage industry information and processing systems. FIF with other industry associations cooperated on industry-wide projects such as Year 2000 testing, decimalization and implementation of straight-through-processing.

He was chair of FISD from 1990-1995.

He spent thirty-five years at ADP Brokerage Services Group, under various incarnations. First, as VP Marketing, he led sales and marketing efforts which gained competitive wins at 15 major brokerage firms including Merrill Lynch and Shearson.

He introduced FS Partner - the industry's first PC-based terminal system for professional brokers. In 1987, he moved to VP, Vendor Relations where he worked closely with client firms regarding the use of real-time market data and brokerage processing services in conformance to exchange and regulatory policies.

In addition, McBlain developed market data, news, research and order and client account information services on LAN-based client/server systems in open architecture software environment; identified new financial information sources, negotiated business arrangements and managed new information product introductions.

McBlain spent twelve years at GTE Information Systems, Financial Services Division in marketing. Even earlier, he did sales in various engineering and technology companies including Ultronic, Computest and Honeywell.

“It is a great honor to be recognized for such an award by my industry peers,” said Mr. McBlain. “FISD is a vital part of the financial information community, and I am humbled to have been selected out of a host of highly eligible and accomplished colleagues. I look forward to continuing to play a role in helping to move our industry forward.”

### **About FISD**

The Financial Information Services Division (FISD) of the Software & Information Industry Association provides a neutral business forum for exchanges, market data vendors, specialist data providers, brokerage firms and banks to address and resolve business and technical issues related to the distribution, management, administration and use of market data. Participants use the forum to exchange ideas, build business relationships and improve the business climate associated with the worldwide flow of financial information. For more information, see <http://www.fisd.net>.

### **About SIIA**

The Software & Information Industry Association (SIIA) is the principal trade association for the software and digital content industry. SIIA provides global services in government relations, business development, corporate education and intellectual property protection to more than 550 leading software and information companies. For further information, visit [www.sii.net](http://www.sii.net).