



## NEWS RELEASE

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### **REUTERS TO DISTRIBUTE TRADE IDEAS OVER FINANCIAL TERMINALS**

London – Reuters today announced it will distribute detailed trade ideas from sell-side brokers to buy-side customers via the *Reuters 3000 Xtra* product. Reuters is the first vendor to use the Trade Idea Monitor system from youDevise Limited, a provider of on-demand technology applications for financial markets, to enable brokers to send equity trade ideas simultaneously to Reuters users globally. The addition of trade ideas content reinforces Reuters commitment to delivering world class content and analytics as well as price discovery and execution capabilities all from a single screen.

Users of the trade ideas functionality in *Reuters 3000 Xtra* will be able to exploit Reuters instant messaging service (*Reuters Messaging*), allowing the buy- and sell-side to instantly collaborate about trading ideas, and get related stock price information, news, data and analytics. Buy-side customers in turn will be able to trade with their broker of choice on the Reuters order routing network, entering orders via *Reuters Institutional Order Entry* or *Reuters Trading for Exchanges* applications from within the 3000 Xtra terminal. Control features enable buy-side customers to select which sell-side firms can send them ideas and what kinds of ideas can be sent.

The Trade Idea Monitor from youDevise Limited is a new high-speed communication system that allows the buy-side to view, filter, rank and track ideas from all their brokers on a single-screen, as well as enabling sell-side brokers to send equity trading ideas to customers. It converts the complex process of authoring, sending, receiving and tracking a trade idea into a streamlined, automated process. This process is further enhanced with the integration into *Reuters 3000 Xtra*. Prior to the Trade Idea Monitor, sell-side firms communicated their ideas via telephone, email or by keying them into multiple client systems. Buy-side customers tracked ideas using paper-based methods, Excel spreadsheets or custom systems.

**Steve Wilson**, Global Head of Exchange Traded Instruments at Reuters, commented, “The addition of the Trade Idea Monitor system to *Reuters 3000 Xtra* demonstrates Reuters commitment to providing high value research, analysis and trading capabilities through a single screen. It also illustrates the importance of *Reuters Messaging* on Reuters desktop products, encouraging dialogue between our customers looking to make informed and timely investment decisions and those brokers channeling equity trading ideas through *Reuters 3000 Xtra*.”

**Colin Berthoud**, Director of youDevise, commented, "The resultant combination of Trade Idea Monitor and Reuters adds measurable value to the brokerage-research process used in making and executing investment decisions, all of which takes on added significance in light of new and proposed regulatory guidelines in the US and UK for increased documentation and transparency of execution, research and other soft dollar services paid for with commission charges."

**Ends**

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#### **About Reuters**

Reuters ([www.reuters.com](http://www.reuters.com)), the global information company, provides indispensable information tailored for professionals in the financial services, media and corporate markets. Its trusted information drives decision making across the globe based on a reputation for speed, accuracy and independence. Reuters has 15,300 staff in 89 countries, including staff from the acquisition of Telerate in June 2005. It also includes 2,300 editorial staff in 189 bureaux serving 128 countries, making Reuters the world's largest international multimedia news agency. In 2005, Reuters revenues were £2.4 billion.

#### **About youDevise Limited**

youDevise Limited ([www.youDevise.com](http://www.youDevise.com)), a London-based firm, provides on-demand applications for financial markets. youDevise creates business change that enables the world's leading brokers, asset managers, and hedge funds/alternative investment firms to realize clear and immediate value through high-performance technology.

Launched in the UK in October and the US in February, the Trade Idea Monitor has attracted a steadily growing installed base that includes some of the largest brokerage firms, hedge funds and asset managers in London. Also gaining a following among niche brokers and specialist funds in the UK and sell- and buy-side firms in the US, the Trade Idea Monitor, in the first few months of its availability, has been used to send ideas on several thousand stocks that are traded on more than 100 exchanges.