



PRESS RELEASE

EDI And InfoDirect Launch Enhanced Worldwide Adjustment Factors Service

Financial Firms Benefit Through Accurate, Up-to-Date Price Data

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Exchange Data International (EDI), the premier provider of high-quality, accurate international securities data, and InfoDirect, a provider of quality wholesale market data, have launched an enhanced Worldwide Adjustment Factors service to complement EDI's price files. Financial organizations that provide technical analysis tools to private and professional investors will benefit by having access to accurate, up-to-date information at a reduced cost

Developed in response to customer demand, the Worldwide Adjustment Factors service provides daily adjustment factors for more than 140 exchanges around the globe. It covers the eight major event types including Bonus, Rights, Entitlement, Dividend, Subdivision, Consolidation, Call and Return of Capital.

Each record is disseminated on its ex-date or effective date whichever is applicable, with a number of tab-separated fields for easy extraction of the embedded data. A code identifies the type of event so firms can use the event to adjust the historical prices.

Whether a financial firm deploys online or offline tools, the service helps perform necessary adjustments to smooth historical data. They can source and seamlessly integrate prices and adjustments to create high-quality charts.

"Until now, delivering quality charts with price trend continuity has been a challenge for financial firms," says Michael Beardmore, Director, InfoDirect. "With the enhanced adjusted prices service, key events are factored into global stock prices so investors can accurately assess their returns."

Firms can access the data through a web-based application and interrogate the database using search criteria such as SEDOL, ISIN and Local Codes. They can view the returned records on the screen or extract the data and download it into a tab-delimited file, which can be easily opened in Excel. They can also automatically receive new announcements on securities they have selected via a daily email. This critical information may be run against the user's portfolio that has been uploaded to the service. Users can also create defined search criteria based upon fields such as date range, event type(s) and country/exchange. The web site is updated throughout the day. As exchanges close and their end-of-day prices become available, the adjustment factors are also updated.

"We are pleased to offer the Worldwide Adjustment Factor Service with InfoDirect," says Jonathan Bloch, managing director of EDI. "This service will help firms centralize their corporate actions operations, reduce risk and save

time and money. Not only do they need fewer data feeds, but it takes staff less time to process information.”

About Exchange Data International

Established in 1994, Exchange Data International (www.exchange-data.com) is the premier provider of quality and accurate international securities administration reference data. The company provides back office solutions and securities data to most of the major brokerage houses, custodians, and data vendors internationally. In the decade since it was founded, EDI has garnered a worldwide reputation for high quality and accuracy of its international securities administration data. EDI has won acclaim for its innovations and rapid deployment of state-of-the-art technologies. This has allowed the company to expand both its product range and its geographic coverage, while retaining its original advantages as a lean company with low overheads that listens to its clients and responds to their needs and concerns in a flexible, innovative and cost-effective manner. EDI is a wholly owned subsidiary of Information Publishing Plc.

About InfoDirect

InfoDirect was created by JustData and Infoscan to provide corporations with quality wholesale market data.

Headquartered in Australia, JustData provides end-of-day market data to private investors who rely on technical analysis for trading. JustData offers fully integrated solutions as well as software for technical analysis, portfolio management, and system development, testing and running. Using EDI's price data and this new Adjustment factor service, JustData, in conjunction with Daryl Guppy (international finance author and trader), has developed a technical analysis application specifically for the Chinese market.

New Zealand-based Infoscan delivers real-time, delayed, end-of-day and historic market data to customers worldwide through the Internet and mobile phone, and to customers in New Zealand by broadcast to decoders and pagers. Information is sourced from banks, exchanges and premium suppliers such as Reuters. Infoscan's services can be re-branded and white-labelled by wholesalers wishing to distribute it to their target market.

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