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Fixnetix, a London-based ultra low latency network and hosting provider, chooses Karen Bertoli as Head of Global Communications Development

Strategic hire packs multiple benefits including experience, expansion and efficient in-house Marketing and Public Relations.

London UK & Chicago IL April 07, 2010 – London-based financial technology provider, [Fixnetix](#), has hired Karen Bertoli as Head of Global Communications Development to lead all Marketing and Public Relations efforts and assist in developing the company worldwide. Bertoli officially became an employee as of March 1 and will split times between Chicago, IL and London, UK, as well as leading standardization of brand efforts at both the New York and Boston locations respectively. With only four main companies leading direct market access for high frequency trading groups, the Bertoli hire signifies direct market access providers are growing rapidly as banks, proprietary trading groups and funds choose third party vendors as a cost effective business exchange connectivity approach.

“Our goals are to build and develop the talents of our staff; every Fixnetix employee has worked in the industry either at Hedge Fund, Prime Broker or Trading Company,” says Hugh Hughes, Chief Executive, Fixnetix. “We are happy to have Miss Bertoli on our team to helping the company progress to the next stage,” offers Mr. Hughes.

“Exclusively joining Fixnetix as Head of Global Communications Development is an incredible opportunity and logical career move for me,” says Bertoli, Head of Global Communications Development. “As a Fixnetix team member, I share the same goals and progressive work vision for company expansion. Leading Marketing, Public Relations and Business Development under one role completes the circle of communication in a results and incentives oriented environment.”

Bertoli’s experience spans over 10 years across multiple industries and started in technology after business school at California Polytechnic University in San Luis Obispo, CA. Bertoli is also a graduate of Loyola University Chicago and was born and raised in Westchester County, New York.

About Fixnetix

Fixnetix now operates some 18 co-location and proximity hosting centres across Europe and the US to support trading across all the major cash equities, futures, FX, commodities and bond markets. The company offers both raw and ultra low latency normalised market data services, as well as low latency trading access for member firms and sponsored trading access to over 45 markets.

Fixnetix's direct ultra low latency market data feed solutions are fast, reliable and flexible, featuring best-of-breed high performance feed handler technology, dual ticker plant technology and unparalleled high bandwidth provision. Fixnetix's feeds are available in multiple formats for quick and seamless integration, offering full redundancy throughout the entire delivery mechanism, and are provided on-the-wire reducing support and implementation costs and timeframes.

For more information, please visit <http://www.fixnetix.com> or call +44 (0)203 008 8990.