



INVESTORS

# NYSE TECHNOLOGIES AND SMA ANNOUNCE AGREEMENT TO DISTRIBUTE SOCIAL MEDIA ANALYSIS DATA VIA SFTI

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- First social media sentiment tool distributed over a high-performance global network

NEW YORK, February 14, 2013- NYSE Technologies, the commercial technology division of NYSE Euronext, and Social Market Analytics (SMA) today announced an agreement to distribute sentiment statistics from SMA's patent-pending social media monitoring engine through NYSE Technologies SFTI Network, and its normalized market data service, SuperFeed<sup>1</sup>. Social media has become a crucial source of information for the financial services community, in addition to corporate analytics groups in the non-financial sector. The SMA Sentiment Signature Feed will offer customers a first-of-a-kind tool for including social media sentiment in their market analysis and decision-making processes.

As part of the agreement, NYSE Technologies' subscribing customers can access data from SMA's social media monitoring engine. SMA's engine extracts, evaluates and calculates data in real-time to attempt to generate directional and volatility indications on individual stocks, ETFs, sectors, and indices by measuring the level and quality of social media interactions on social media sources relative to historical levels. SMA's engine seeks to create a social media signature, consisting of seven statistical indicators: S-Score, S-Mean, S-Delta, S-Volatility, S-Buzz, and S-Dispersion, which may allow customers to track relative sentiment, in addition to volume, change, and dispersion of social media commentary.

"Everyone is monitoring what is being said on Twitter now. SMA offers firms the right tool for the job with data that consists of clear, quantified, actionable intelligence on social media sentiment," said Tom Watson, Vice President, Global Market Data, NYSE Technologies. "We believe this will change the way the financial sector thinks about social media. For the first time, trading firms, brokers, asset managers, and non-financials in every sector will have a measurable way to track the sentiment of the social media stream of consciousness."

"Social Media is already a large but still rapidly growing means of communication and efficient global interaction. Many of these conversations discuss companies, stocks and market activity, but until now there hasn't been a way to collect and quantify this data," said Joe Gits, CEO of SMA. "Our process is unique in this emerging field both in its approach to filtering social media data and in the analytical methodology used to develop our proprietary metrics. We are excited to be working with NYSE Technologies to offer this service to a wide range of clients delivered quickly and cost-effectively over the SFTI network."

Through this agreement, NYSE Technologies will become the exclusive reseller for the SMA Sentiment Signature Feed in the first quarter of 2013.

<sup>1</sup> SuperFeed: SuperFeed provides customers with broad access to data from over 100 major US, European and Asian markets in a single normalized format. This hosted data vendor service combines the simplicity and cost efficiency of a consolidated feed with the high performance capabilities of a direct feed.

## About Social Market Analytics

Social Market Analytics quantifies social media data for traders, portfolio managers, hedge funds and risk managers using patent pending technology to detect abnormally positive or negative changes in investor sentiment. SMA produces a family of quantitative metrics, called S-Factors™, designed to capture the signature of financial market sentiment. SMA applies these metrics to data captured from social media sources to estimate sentiment for indices, sectors, and individual securities. A time series of these measurements is produced daily and on intraday time scales. For more information, including a User Guide to S-Factors™, please visit [www.socialmarketanalytics.com](http://www.socialmarketanalytics.com).

## About NYSE Technologies

A division of NYSE Euronext (NYSE), NYSE Technologies provides broadly accessible, comprehensive connectivity and transaction capabilities, data and infrastructure services, and managed solutions for a range of customers requiring next-generation performance and expertise for mission critical and value-added trading services. NYSE Technologies offers a diverse array of products, services and solutions to: the Buy Side, including order routing, liquidity discovery and access to a community of over 630 Broker-Dealers and execution destinations globally; the Sell Side, including high performance, end-to-end messaging software and innovative market data products delivered on the world's largest, most reliable financial transaction network; and Market Venues and Exchanges, including multi-asset exchange platform services, managed services and expert consultancy. With offices across the U.S., Europe, and Asia, NYSE Technologies offers advanced integrated solutions for the global capital markets community, earning the ability to power trading operations for many of the world's best financial institutions and exchanges. For additional information visit: [nyse.com/technologies](http://nyse.com/technologies).

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#### Contacts:

Paola Hernandez, [phernandez@nyx.com](mailto:phernandez@nyx.com), 212-656-2420

Eric Ryan, [eryan@nyx.com](mailto:eryan@nyx.com), 212-656-2411