



**NEWS FOR IMMEDIATE RELEASE**

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**WEDBUSH SECURITIES LAUNCHES  
ELECTRONIC CO-LOCATED DIRECT MARKET ACCESS PLATFORM**

**LOS ANGELES, CA (December 15, 2010)** -- Wedbush Securities, a full-service investment firm and the #1 Liquidity Provider on the NASDAQ exchange for both NASDAQ and NYSE listed securities, announced today the launch of its new low-touch equities execution services which utilizes a co-located direct market access (DMA) platform. The platform deploys state-of-the-art technology and global connectivity to Wedbush's institutional clients providing them low latency exchange access to capture more volume, ultra-competitive pricing, and the ability to custom tailor algorithms to maximize execution quality while not compromising anonymity.

The platform utilizes global exchange connectivity through Bloomberg Sell Side Execution & Order Management System (SSEOMS). Clients can be enabled to trade via Bloomberg's Execution Management System (EMSX) platform in real-time directly from their secured Bloomberg terminals. "We believe it is important to not only be in the customers work flow but also alleviate the necessity to go through multiple networks in order to connect customers to the marketplace. Our new trading platform allows our institutional clients to now have the same technology advantages when accessing the markets that the high frequency trading firms do," stated Kevin Beadles, Director of Electronic Trading at Wedbush Securities.

Geoffrey Patsch, Global Head of Sell-Side Order Management at Bloomberg Trading Solutions, said, "As the industry trends toward low latency direct market access, Bloomberg is excited to deliver a single platform for our partners, creating a fully integrated buy-to-sell side solution."

Wedbush Securities will leverage its industry leading clearing infrastructure to offer greater efficiency and value-added services at competitive rates to institutional clients. Plans are underway to deploy this same market access technology across other asset classes such as options and futures.

For Further information about the platform, please contact Kevin Beadles at 213-688-8091.

About Wedbush Securities

Founded in 1955, Wedbush Securities is a leading investment firm that provides brokerage, clearing, investment banking, equities research, public finance, fixed income sales and trading, and asset management to individual, institutional and issuing clients. Headquartered in Los Angeles, with 100 offices nationwide, Wedbush focuses on relentless service, client financial safety, continuity, and advanced technology. ([www.wedbush.com](http://www.wedbush.com))

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