



FOR IMMEDIATE RELEASE:

TAG Launches Meteor Platform for Custom Analytics

Meteor offers TAG's Complete Analytics Library and Reporting Tools as an On-Demand, User-Defined Service

New York — May 2, 2011 —TAG, a pioneering global provider of independent execution quality and transaction cost analysis metrics for the buy-side, sell-side and exchange community, today announced the launch of Meteor, a highly intuitive and fully customizable analytics platform that enables firms to create their own TCA and execution quality tools on-demand.

Developed to facilitate the rapid creation and customization of reports that measure and rank trade performance, market quality and trading execution, Meteor provides firms with complete flexibility to capture, define and analyze their trade data however they desire at any given moment.

Meteor is built on TAG's extensive direct market data feeds and historical archives and includes industry standard and customized trade performance and execution quality metrics, data filters and result groupings. The platform enables firms to mix and match standard or enhanced benchmarks with custom metrics to create highly-tailored trade analysis reports from the market level down to the single-stock, order and trade execution levels.

"With the recent levels of market volatility and growing regulatory scrutiny over order handling and execution quality, firms now more than ever need to break out of their dependence on standardized tools for TCA and execution quality," said Roger Post, Executive Vice President at TAG. "Firms must create analytical tools that are a true reflection of their business. With Meteor, we're giving our clients the power to build analytical reports that measure each firm's unique trading activities."

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About Transaction Auditing Group (www.tagaudit.com):

TAG is the pioneering provider of independent execution quality and transaction cost analysis for the buy-side, sell-side and exchange community. Founded in 1996, TAG quickly set the industry standard with its seminal TAG Report, which is broadly considered to be the original industry benchmark for measuring trade performance. Since its inception, TAG has developed innovative and powerful customer-based execution analysis reporting tools built on a pure and direct-feed data universe that renders fully customizable and easy to read performance measurements that go beyond standard benchmarks to identify strategy-specific performance and where improvements can be made. Providing analytics built on the proprietary *TAG IQ Engine*, TAG enables traders, exchanges and alternative markets to take control of trading costs, best execution, market fragmentation, and regulatory obligation in an increasingly complex global marketplace.

[TAG Best Execution Analysis](#)

Identify the total cost of execution through standard benchmark, enhanced benchmark and trader-defined performance metrics

[TAG Market Competitive Analysis](#)

Optimize routing and execution strategies based on the execution performance at the exchange and alternative trading venue level.

[TAG Trading Compliance Analysis](#)

A complete Reg NMS and MiFID compliance analysis providing an independent report on trader and exchange best execution performance for client orders.

[TAG Data Services](#)

Improve market research by accessing TAG's archive of Options and Equities market data.

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