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**Interdealer broker, Tradition, forms Partnership with NYSE Euronext Valuation Service, Prime Source to publish end of day pricing data**

Tradition, a leading interdealer broker, today announced they have formed a partnership with Prime Source, whereby Tradition will provide end of day pricing of a range of financial products to Prime Source, a NYSE Euronext company that provides an independent, comprehensive valuation service.

The Prime Source service allows users to access prices and evaluations from different sources, including markets, dealer contributions and valuation models designed to meet professional buy-side market participants' needs for valuation of large, global portfolios of complex structured products and illiquid securities.

As part of Tradition's ongoing commitment to support market transparency and the provision of reliable valuations, Tradition will provide end of day rates and money market data covering G10, Asia and European emerging markets. The end of day pricing will be particularly useful for funds, fund administrators, auditors, portfolio managers and investors (risk management, compliance) as well as issuers. This announcement comes at a time of increasing demand for valuation services, with regulators and institutional investors calling for greater transparency and independence in the valuation of complex securities.

Bruce Collins, Deputy Chairman says,

"We are delighted to be the first IDB whose data is included in the Prime Source service offering unique access to OTC valuations. This new service represents our ongoing commitment to innovation and customer service and will strengthen Tradition's position as a leading interdealer broker".

Marie-Hélène Créto, CEO of Prime Source said, "We are very pleased with this new partnership. The availability of Tradition's pricing will enhance the valuation services available via Prime Source. Through Prime Source, users can obtain the information they need to facilitate their valuation process in one single, independent source."

**-Ends-**

## **Enquiries**

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## **About Tradition**

Tradition is one of the world's largest interdealer brokers in over-the-counter financial and commodity related products. Represented in 27 countries, Tradition employs 2,450 people globally. Tradition is owned by Compagnie Financière Tradition (CFT) and listed on the Swiss stock exchange.

For more information visit [www.tradition.com](http://www.tradition.com)

## **About Prime Source**

Prime Source, a NYSE Euronext company, is an independent valuation agent empowering customers to make an educated choice on the valuation of their multi asset-class portfolios.

Prime Source operates a streamlined valuation service, covering a wide range of financial instruments from plain vanilla to complex structured products and illiquid securities. It includes an actual data management and quantitative analysis expertise to provide a comprehensive service to any financial institution needing to value a financial instrument or assess its valuation.

Prime Source is committed to foster innovation and improve the overall confidence in the markets by building transparency and reducing operational risks for financial institutions. This service clearly introduces a new dynamic in the rapidly growing field of portfolio valuation, capitalizing on NYSE Euronext's existing solutions.

For more information, please visit [www.nyxprimesource.com](http://www.nyxprimesource.com)