



For Immediate Release

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Bala Cynwyd, PA, July 20, 2009—Susquehanna Growth Equity, LLLP (SGE), an affiliate of Susquehanna International Group, LLP, has invested in TradeHelm, Inc. (TradeHelm), a leading provider of advanced algorithmic trading platforms. The deal marks a significant milestone for TradeHelm and provides the company with additional capital that will allow it to quickly expand its client support operations to meet strong customer demand.

TradeHelm has licensed its algorithmic trading platform to a broad range of market participants, from sell-side institutions to sophisticated proprietary trading firms. TradeHelm's flagship products, ACTrader® and Adaptive Modeling Interface™, provide a complete end-to-end solution for multi-asset class execution, market data recording, algorithm development, back-testing and deployment.

"The industry's response to our products has been overwhelming," says Braden Janowski, CEO of TradeHelm. "Firms are realizing that building a proprietary framework does not pay off when they can bolt the development of market differentiating trading strategies and analytics onto a robust trading platform. The TradeHelm offering provides the necessary tools for firms to capture alpha on an automated basis." Braden added, "The investment from SGE enables us to scale the company significantly to service our growing client base."

As part of the investment, Vincenzo La Ruffa, Director of SGE and Scott Feldman, Director of SGE, will join the TradeHelm board of directors. Vincenzo La Ruffa said, "TradeHelm has developed an innovative algorithmic trading platform unique from anything else we have seen. We are excited about the investment and the opportunity to work with such an experienced and talented team."

About Susquehanna Growth Equity, LLLP

Susquehanna Growth Equity, LLLP (SGE) is a private equity group investing in growth capital and buyout opportunities in financial technology, information services, and software. SGE's team of dedicated investment professionals brings a unique set of experience combining venture investing with operational expertise. SGE is an affiliate of Susquehanna International Group, LLP (SIG), a privately held, global financial institution specializing in trading and market making. SIG includes affiliated entities specializing in institutional sales and trading, research, investment banking, private equity, and venture capital. SIG employs approximately 1,500 individuals located in North America, Europe, Asia, and Australia. For additional information please visit www.sgep.com.

About TradeHelm, Inc.

TradeHelm, Inc. engineers and implements custom algorithmic and correlation-based execution platforms for institutional and proprietary trading firms. Through its Auto-Correlation Trader® (ACTrader®) and Adaptive Modeling Interface™ (AMI™) components, TradeHelm's patent-pending correlation trading architecture and interfaces provide trading firms a customized approach to institutional alpha and position trading.

TradeHelm's trading interface, ACTrader®, is a multi-asset class alpha trading system that provides book aggregation for correlated financial instruments. AMI™, TradeHelm's algorithmic trading engine, is both an automated alpha trading system and an institutional position trading platform that allows users to deploy multi-variate strategies consolidated within a finite state machine. Used together, these technologies allow firms to implement custom multi-asset class algorithmic strategies for institutional trading operations. The company is based out of Chicago, IL, Tulsa, OK and Buenos Aires, Argentina.