



**FOR IMMEDIATE RELEASE**

**PDQ ENTERPRISES CEO TO CHAIR OPENING DAY AT  
HIGH FREQUENCY TRADING WORLD CHICAGO**

*Keith Ross to Deliver Opening Remarks and Serve as Chairman of the Days' Proceedings*

**CHICAGO, IL June 27, 2011** – PDQ Enterprises (www.PDQEnterprises.com), the developer of PDQ ATS, a new equity trading venue that offers increased liquidity discovery and price improvement through the aggregation of an "electronic algorithmic crowd", today announced that CEO, Keith Ross, will serve as Chairman for the opening day's conference session, Tuesday, June 28, at High Frequency Trading (HFT) World Chicago.

The conference will be held June 28-29 at the Congress Plaza Hotel, Chicago, and is a two-day strategic conference and a pre-conference workshop. The program features more than 65 senior decision-makers from the largest and most successful companies in the HFT marketplace and focuses on innovation, technology and strategy for the global trading community.

"It's an honor to be chosen as the opening day's Chairman and to address the attendees at HFT World Chicago," said Keith Ross, CEO of PDQ Enterprises. "I look forward to robust and engaging discussions with the industry's foremost thought leaders throughout the day's proceedings, and to expressing PDQ's views on the evolving landscape of high frequency trading."

PDQ ATS is powered by an algorithm hosting facility and response mechanism that is designed to emulate the interaction and dynamism of traditional pit floor brokers, while retaining the anonymity and confidentiality of a dark pool. This "electronic algorithmic crowd" enables liquidity-seeking firms to discover contra-side liquidity and assemble block interest from multiple firms simultaneously by asking the electronic version of 'what is the market'. Rather than holding an order book of resting liquidity, PDQ ATS empowers its community of liquidity providers to respond to order flow via their proprietary algorithmic trading procedures, generating real competition for order flow.

Mr. Ross continued, "As the HFT marketplace has expanded at an increasingly rapid pace, so has the evolution of trading platforms. Over the past few years, we have perfected and launched a new and innovative equity-trading venue in PDQ ATS. We see tremendous opportunities for industry growth as a whole, and now more than ever, for PDQ's electronic algorithmic crowd."

**ABOUT PDQ ENTERPRISES**

PDQ Enterprises (PDQ), Inc., is the developer of the PDQ Alternative Trading System (ATS), a flexible equity trading venue that offers increased liquidity discovery and potential price improvement through the aggregation of an "electronic algorithmic crowd" of automated market makers. The PDQ ATS platform is based on proven trading technology and operates on a co-located, low-latency network. With the only model of its kind in the equity space, PDQ stands alone in the unique position to create a more efficient market structure and shift the electronic trading paradigm through advanced technology and automated processes. For additional information, please visit <http://www.pdqenterprises.com>.



**Contact:**

Jay Morakis (for PDQ Enterprises)

JMR Worldwide

212.786.6037

[jmorakis@jmrworldwide.com](mailto:jmorakis@jmrworldwide.com)

###