



THOMSON REUTERS UNVEILS NEXT-GENERATION DESKTOP

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Thomson Reuters Eikon -- Powerful Information, Communication and Trading Hub for Today's Financial Professional

NEW YORK, NY, Sep 14, 2010 (MARKETWIRE via COMTEX) --

Thomson Reuters (NYSE: TRI) today launched its next-generation desktop for financial market professionals. Thomson Reuters Eikon will redefine how financial professionals work by placing the most comprehensive market information, news, analytics and trading tools available into a desktop as simple to use and collaborative as the Internet.

Thomson Reuters Eikon is designed to catapult market data into the 21st century and leverages information into easy-to-use web style search, aggregates the best of social networking technology, and allows for seamless mobile interchange from the office, home or while on the move. Eikon is available on multiple computer platforms, BlackBerry and iPhone devices with a single sign-on to access information anywhere, at anytime.

The launch of Thomson Reuters Eikon marks the third component of the company's bold innovation agenda to provide today's financial professionals with new tools to thrive in a new era. It follows the recent launch of Thomson Reuters Elektron, a new ultra-high speed data distribution network built to cope with the ever growing volumes of data generated by global markets and Reuters Insider, an interactive on-demand video platform. This highly innovative multimedia service is a key part of the Eikon experience, offering a totally new way of consuming professional video news on-demand and fully contextualized within the desktop.

"Today's generation of financial professionals demand tools that are intuitive, rich in data and analytics, and highly connected, to give them an edge. Eikon is a fundamental shift for our company and our industry. It will constantly adapt to help customers thrive in this new era. The launch signifies another key milestone in our strategy to build an open and connected global financial community," said Devin Wenig, CEO, Thomson Reuters Markets.

In a world where markets, geographies and asset classes are increasingly correlated, the need for easily accessible information becomes vital. Thomson Reuters Eikon offers a simple way to access information using the latest semantic tagging technology and removes the need to remember instrument codes or use complex interfaces. The Eikon experience continuously relates content and analytics to the user and the community. Eikon is delivered by simple internet technology; it can be downloaded and installed from the web in seconds. With seamless upgrades, the technology enables a single powerful desktop to evolve and keep pace with rapidly changing markets and customer needs.

According to Larry Tabb, founder and CEO of TABB Group; "Markets are changing faster than ever before just as governments are altering how the financial world operates. Everything is in flux. To succeed, financial professionals increasingly need new trading tools that offer a high degree of personalization, the ability to intelligently search for information and the facility to collaborate globally. New and better desktops will enable the individual to analyze and adapt to this increasingly complex and changing environment."

A core innovation of Eikon is to harness social networking technology for financial markets and to connect financial professionals around the globe to create valuable communities. With the tools to publish views or ideas to targeted groups and share real-time rich content and analysis with colleagues and market counterparts, financial professionals can build relationships and grow their business.

"Eikon has a lot of potential, especially considering its ability to integrate the breadth of Thomson Reuters offerings into a one stop shop," said Harry Moseley, senior managing director and chief information officer, Blackstone. "Eikon is innovative in that it also targets 'Generation Y' users who expect intuitive, web-based social platforms."

To complete the trading cycle, Eikon seamlessly links to some of the world's deepest pools of foreign exchange, equities, fixed income and trading venues such as Tradeweb; with easy-click trade capabilities so that market professionals can act in real-time.

As society and the industry experiment with new ways of working and new technologies, Thomson Reuters Eikon will evolve to meet those needs. It is the beginning of a journey that will help today and tomorrow's financial professionals succeed in this new era. For further information please visit: <http://thomsonreuters.com/eikon>

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