

by Editor

NEW YORK & SAN FRANCISCO--(BUSINESS WIRE)--Interactive Data Corporation (NYSE: IDC - News), a leading provider of financial market data, analytics and related services, and salesforce.com (NYSE: CRM - News), the market and technology leader in on-demand business services, today announced that a broad range of financial information and sophisticated tools from Interactive Data's Managed Solutions group is now available on salesforce.com's AppExchange.

Through its relationship with Interactive Data, salesforce.com can now provide its customers with access to delayed stock, fund and index quotes, technical charting, portfolio tracking, economic data, currency rates, corporate and treasury bond information, market screeners and more, all within one easy-to-use application. This can help financial advisors and wealth managers using Salesforce CRM applications to more efficiently monitor financial market activity and maintain individualized watch lists of securities for each of their account contacts, optimizing the service they provide their customers.

Financial professionals utilizing Salesforce can now choose from a library of highly targeted modules to customize their Salesforce home tab or dashboards, set up their preferred navigation structure, and integrate their customers' holdings to their contact profiles. Built using salesforce.com's on-demand platform, this offering is immediately available for test drive and deployment from the Financial Services category on the AppExchange at <http://www.salesforce.com/appexchange>.

"Salesforce is the trusted standard for CRM at many of the industry's leading financial services firms," said Tien Tzuo, senior vice president, financial services, salesforce.com. "Through our work with Interactive Data, financial advisors and wealth managers at firms of all sizes can use the AppExchange to extend Salesforce with the information and the tools they need to make informed investment decisions and to work more efficiently. Working closely with companies like Interactive Data is the next step in completing salesforce.com's vision for a new breed of innovative on-demand solutions for Financial Services that are easy to use, based on open standards, and easily integrated with required services and tools."

"With the speed at which the markets move, it is imperative that financial professionals have access to a broad range of high quality financial information and tools right at their fingertips," said Luan Cox, general manager of Interactive Data Managed Solutions (Americas). "By utilizing our innovative technology, we have been able to work with salesforce.com to design offerings that can meet the unique needs of their customers and help these customers to improve their workflow efficiency."

Salesforce for Financial Services

More than 1,200 financial services firms and more than 60,000 financial services professionals are standardizing on Salesforce in Wealth Management, Banking, Capital Markets, Mortgage, and Insurance. These customers are leveraging Salesforce to build deep, long-lasting relationships and are supported by the largest ecosystem of partner solutions available at <http://www.salesforce.com/appexchange>, including financial services industry specific solutions. All of these solutions are built on the Salesforce Platform, the world's most powerful and trusted on-demand platform. For more information, please visit <http://www.salesforce.com/fs>.

Salesforce Platform and the AppExchange

Salesforce Platform is the on-demand platform for the next generation of business applications. Salesforce Platform reinvents traditional customization and integration and enables a whole new generation of on-demand applications that go beyond client/server computing. The Salesforce Platform allows applications to be easily shared, exchanged and installed with a few simple clicks via salesforce.com's AppExchange directory, enabling all the innovation that the Salesforce Platform unleashes to benefit the entire on-demand community.

Interactive Data for AppExchange is one of more than 600 applications that are now available on salesforce.com's AppExchange, the world's first on-demand application directory, found at <http://www.salesforce.com/appexchange>.

About Interactive Data Corporation

Interactive Data Corporation (NYSE: IDC - News) is a leading global provider of financial market data, analytics and related services to financial institutions, active traders and individual investors. The Company's

businesses supply time-sensitive pricing, evaluations, dividend, corporate action and reference data for more than 3.5 million securities traded around the world, including hard-to-value instruments. Many of the world's best-known financial service and software companies subscribe to the Company's services in support of their trading, analysis, portfolio management and valuation activities. Through its businesses, Interactive Data Pricing and Reference Data, Interactive Data Real-Time Services, Interactive Data Fixed Income Analytics, and eSignal, the Company has approximately 2,200 employees in offices located throughout North America, Europe, Asia and Australia. The Company is headquartered in Bedford, Mass. Pearson plc (NYSE: PSO - News; LSE: PSON - News), an international media company, whose businesses include the Financial Times Group, Pearson Education, and the Penguin Group, owns approximately 62 percent of the outstanding common stock of Interactive Data Corporation.

Interactive Data Managed Solutions is a leading provider and operator of customized financial information systems. The group builds and manages Web-based financial market data portals and terminals for a range of organizations worldwide, from retail and investment banks to asset managers, online brokers, stock exchanges and media portals. By aggregating a broad set of financial data and client-proprietary content and offering visually stunning features such as charts, sophisticated search functions, decision-support tools and analytics, these intuitive applications can help customers optimize their business processes and realize efficiencies. Interactive Data Managed Solutions is part of the Interactive Data Real-Time Services business, which provides a comprehensive suite of offerings that includes PlusFeed(SM), a consolidated, low latency datafeed. For more information about Interactive Data Corporation and its businesses, please visit www.interactivedata.com.

About salesforce.com

Salesforce.com is the market and technology leader in on-demand business services. The company's Salesforce suite of on-demand CRM applications allows customers to manage and share all of their sales, support, marketing and partner information on-demand. The Salesforce Platform, the world's first on-demand platform, enables customers, developers and partners to build powerful new on-demand applications that extend beyond CRM to deliver the benefits of multi-tenancy and The Business Web across the enterprise. The Salesforce Platform allows applications to be easily shared, exchanged and installed with a few simple clicks via salesforce.com's AppExchange directory, available at <http://www.salesforce.com/appexchange>. Customers can also take advantage of Successforce, salesforce.com's world-class training, support, consulting and best practices offerings.

As of April 30, 2007, salesforce.com manages customer information for approximately 32,300 customers including ABN AMRO, America Online (AOL), Dow Jones Newswires, Japan Post, Kaiser Permanente, KONE, Sprint Nextel, Staples and SunTrust Banks. Any unreleased services or features referenced in this or other press releases or public statements are not currently available and may not be delivered on time or at all. Customers who purchase salesforce.com applications should make their purchase decisions based upon features that are currently available. Salesforce.com has headquarters in San Francisco, with offices in Europe and Asia, and trades on the New York Stock Exchange under the ticker symbol "CRM". For more information please visit <http://www.salesforce.com>, or call 1-800-NO-SOFTWARE.

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Source: Interactive Data Corporation

Interactive Data's Financial Market Information and Tools Now Available in the Financial Services Category on Salesforce.com's AppExchange by Editor