

Traiana Raises \$15M To Fund Network Expansion And New Products For Investment Banks And Prime Brokerages

New York, NY (October 10, 2005) – Traiana, a leading provider of Trading Relationship Management (TRM) Solutions for cross-asset prime brokerage, today announced it closed \$15 million in financing to fund network and product expansion.

Traiana will use the funding to expand its Traiana Harmony™ network in response to accelerated growth in the number of Harmony participants, now approximately 50 financial institutions, and even higher growth in tri-party transactions, which are doubling every quarter. Traiana will also develop new capabilities for its flagship Traiana TRM platform so the company can expand to service other asset classes and market participants.

The Traiana TRM middle-office software automates the post-trading process for prime brokers and broker/dealers, which reduces operational costs of this process by as much as 60%. Currently, many of the world's largest financial institutions, including ABN AMRO and CSFB are using Traiana TRM and Traiana Harmony to boost efficiency.

[Pitango Venture Capital](#), the largest venture capital firm in Israel, led the round with additional capital from other current investors, including [Sequoia Capital](#), [Gemini Capital Fund Management](#) and [Evergreen Venture Partners Ltd](#). Additionally, Rona Segev-Gal, Managing Director, Pitango Venture Capital, will join Traiana's Board of Directors.

“Traiana has a unique opportunity to embed itself in the mission-critical processes of the world's most important financial services companies,” said Segev-Gal. “The company's leadership and products are strong and, combined with an expanding market for automating buy- and sell-side processes, we believe it is one of the most attractive investment opportunities in the startup landscape.”

“We are pleased with the success of our product and service offerings to-date,” said Gil Mandelzis, founder and CEO, Traiana, “We believe our investors' support and guidance, particularly that of new board member Rona Segev Gal, will help us continue to grow into new and deeper relationships with the world's leading investment banks.”

About Traiana Inc.

Traiana (www.traiana.com) is a leading provider of Trading Relationship Management Solutions for cross-asset prime brokerage. Traiana has solved the service intermediation challenge for leading financial institutions worldwide. Traiana, founded in 2000, is headquartered in San Mateo, California, with offices in New York, Chicago, London and Tel Aviv. Its customers include ABN AMRO, AIG Trading, CSFB, Morgan Stanley, Societe Generale, and other major financial institutions.

Contact:

Illit Geller, Global Head of Business Development

Traiana Inc.
+1 646 536 4936
illitg@traiana.com