



The Middleberg Sustainability Group™

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FOR IMMEDIATE RELEASE

LIQUIDNET TAPS THE MIDDLEBERG SUSTAINABILITY GROUP TO PROMOTE GLOBAL SOCIAL ENGAGEMENT ACTIVITIES

New York, NY . . . October 14, 2008— [Liquidnet Holdings](#), the world's premiere online trading platform for institutional investors, has selected the [Middleberg Sustainability Group™](#) to handle public relations for its ground-breaking Global Social Engagement program. The company commits 1% of annual revenue to its charitable work, a rate nearly 10 times the median Fortune 100 Company.

The cornerstone of Liquidnet's historic commitment to social engagement is the development of a 150-acre innovative community outside of Kigali, Rwanda. When completed it will house and educate more than 500 children orphaned during the Rwandan genocide. The new [Youth Village](#), will include a high school, recreation centers, health care facilities and offer a variety of programs designed to help a new generation of Rwandans move on from the horrors of war.

"[Middleberg](#) both understands and appreciates our deep commitment to social engagement and sustainability. It is an integral part of our culture as a company," states Brian Walsh, head of Liquidnet's Global Social Engagement. "Middleberg provides us with a unique combination of skills and experience to raise awareness about the potential that exists for all companies to get involved in projects of this kind," he continued. Led by CEO Seth Merrin, recently named to the Fortune 400, Liquidnet, has worked to create a culture of social engagement among its employees.

"Sustainability isn't just about protecting the environment. It is about companies having a truly global outlook and working to address a variety of pressing problems around the world," stated [Don Middleberg](#), CEO of [Middleberg Communications](#). "We are thrilled to represent a company that is making an historic commitment and a profound difference in the lives of those in need," stated [Middleberg](#).

About Liquidnet

[Liquidnet](#) (www.liquidnet.com) is an electronic marketplace that facilitates institutional equities trading for asset management firms worldwide. By giving buy-side traders a first look at a global natural liquidity pool of more than 7.98 billion shares per day of liquidity on

average, Liquidnet consolidates and delivers the institutional equities market directly into the desktops of 535 buy-side trading firms. Institutional investors use the Liquidnet marketplace to enhance the quality and speed of trade execution, gain price improvement for their trades, and ultimately lower overall trading costs. Launched in 2001, Liquidnet now trades in 30 equity markets across five continents. Liquidnet is headquartered in New York with offices in London, Toronto, Tokyo, Hong Kong, and Sydney.

About the Middleberg Sustainability Group™

[The Middleberg Sustainability Group™ \(www.GoingGreenPR.com\)](http://www.GoingGreenPR.com) harnesses the experience of specialists in the areas of environmental protection, market research, issues management, brand development, media relations, employee communications, investor relations and government affairs to help clients make credible, systemic changes while leveraging those strategies to create brand value. The Group is lead by former US EPA Director of Communications, [Thomas J. Basile](#).

About Middleberg Communications

[Middleberg Communications \(www.middlebergcommunications.com\)](http://www.middlebergcommunications.com) is a full-service, independently owned public relations agency with specialized expertise in the consumer, financial services, media, and technology markets. The agency places a major emphasis on achieving real, tangible goals that are designed to help our clients grow their businesses. Hallmarks of the firm are: smart, creative strategic thinking; in-depth media relations; and unbridled enthusiasm for achieving clients' business goals – all supported by good old fashioned hard work.

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