

PRESS RELEASE
March 19, 2014

OpenExchange's New Release Simplifies Video Meetings for the Financial Community

New capabilities include streamlined "guest invite" process, enhanced "speed dial" capabilities for existing members, upgraded mobile features and improved directory and workflow processes.

New York – March 19, 2014 – [OpenExchange](#), the community-based video solution for financial services and investor relations professionals, today announced the release of version 3.0. OpenExchange is now even easier to use and offers a more natural way to find, connect and meet with industry counterparts over video.

Key product enhancements include:

- Enhanced usability and performance regardless of device or technology
- Expanded roles (e.g. meeting coordinator) to complement existing workflows
- Upgraded mobile capabilities make it even easier to join meetings over iPad
- Simplified process for inviting guests to meetings
- Improved "speed dial" – now direct call several people at once

Doug Ashton, OpenExchange founder and vice president, product development, said: "Our goal continues to be to provide productivity tools to the financial community that help them better manage their workflow. This release is a large step forward, motivated by the growth in, and feedback from, our users. These new features are designed to help them find, connect and engage with each other even more quickly and effectively."

There are few industries that can match financial services for its meeting intensity and dependence on trust-based relationships. This community's interest in using video to have meaningful interactions with their counterparts has been growing for some time, and OpenExchange successfully addresses this need by connecting investors, analysts, clients and colleagues over video in a simple, repeatable and safe manner. Combining video conferencing interoperability with a secure, easy-to-use interface that allows instant access via its global directory, OpenExchange members form a virtual community of financial professionals who can make scheduled and instant video calls from conference rooms, desktops and mobile devices.

Mark Loehr, CEO of OpenExchange, said: "The financial community is always looking for ways to expand interactions and deepen relationships, and OpenExchange's solution supports these efforts. In the past several months, we have observed a major uptick in virtual meeting activity: research analysts are leading meetings, corporate access teams are organizing half-day events

tailored to each client, and companies are conducting post-earnings calls with key investors. These are just a few of the trends we're noticing."

About OpenExchange

OpenExchange is a community-based video platform that enhances coordination and interaction between the investment community and public companies through our secure, cloud-based portal. The OpenExchange interface offers clients the ability to search a global directory of financial services professionals, schedule video meetings and meet over a wide range of video endpoints, including desktop/laptop, video conference rooms and mobile devices. Clients include investment managers, investment banks and public companies. For more information, please visit <http://www.openexc.com>.

Twitter: <https://twitter.com/openexc>

###

Press contacts:

For OpenExchange
Rebecca Updegraph
+1.201.335.0393
rebecca@openexc.com