**Tradepoint Systems Announces Simpoint for Trade Simulation**

**NEW YORK, August 1, 2013** – Today, financial technology and consulting services provider Tradepoint Systems, announced the release of Simpoint, their trade simulation software. The suite of products – Simpoint Exchange and Simpoint Client – provide controlled market conditions against which developers, QA engineers, and support staff can test their trading systems.

[Simpoint Exchange](http://www.trdpnt.com/simpoint-exchange/) replicates and allows control of the trading and market data flow sent from exchanges, ECNs, banks and other trading venues to their downstream clients, while [Simpoint Client](http://www.trdpnt.com/simpoint-client/) reverses the process by replicating order flow sent by clients to their upstream trading partners, such as banks, ECNs, and other venues.

“Simpoint Exchange is a drop-in replacement for vendor-provided UAT environments, offering intuitive controls for your fill rates and your received market data,” said Joey Horowitz, Chief Technology Officer for Tradepoint Systems. “It’s also a nice compliment to in-house UAT systems, extending uptime and improving simplicity for those cases when you want to deliver messaging to downstream systems from a simple GUI-controlled application. Likewise, Simpoint Client is an extremely fast way to simulate client order flow, including algorithmic flow and other complex cases where client messaging might be variable.”

Tradepoint CEO and President Eric Adelman added, “a decade ago our team, as the principals of Aegis Software, pioneered trade simulation with Exchange and Client Simulator, which was used by 80% of bulge-bracket U.S. brokerage firms. This is our second go at building such tools, and we’ve worked closely with our customers to ensure Simpoint delivers superior performance and features, as compared to other simulators on the market.”

**About Tradepoint Systems, LLC --** [**www.trdpnt.com**](http://www.trdpnt.com)Tradepoint Systems, LLC is a financial services technology provider based in New York City since 2012.  Tradepoint provides software and professional consulting services to the financial services marketplace, offering vast experience in the design, implementation, support, sales and marketing of financial services products with specific focus on liquidity aggregation, multi-asset execution management, high frequency algorithmic trading, and FIX based automated testing of trading systems.