

Business Entity Service

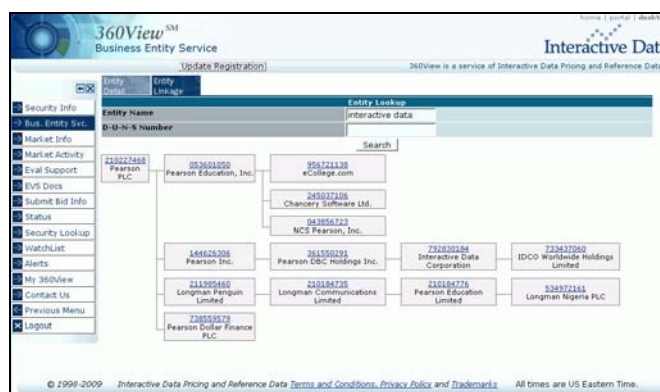
Interactive Data's Business Entity Service offers clients an indispensable tool to help them in their efforts to analyze risk from exposure to various entities, industries and regions, and meet regulatory and compliance mandates.

The service employs Interactive Data's vast reference data history, and delivery and support capabilities to provide comprehensive business entity information alongside security level reference data for U.S. and international equities and bonds; including corporate, government, and agency securities. The service is designed for use with industry standard identifiers (CUSIP®, SEDOL®, and ISIN) and is backed by Interactive Data's highly rated client service and sales support organization.

The Business Entity Service supplies robust entity level data that can help clients in their efforts to perform the following vital business functions:

- Calculate risk through exposure to a particular entity, industry or region
- Create a clear picture of the corporate hierarchy of an entity in order to understand the entity's capital structure and perform technical analysis
- Identify the risks associated with corporate events within the family tree of an entity
- Conduct pre- and post-trade analysis to help ensure compliance with internal and/or client-imposed restrictions on exposure to an entity, industry or region
- Assist with efforts under various regulatory and compliance mandates including BASEL II, the Investment Company Act of 1940, UCITS III, EU Third Money Laundering Directive, MiFID, and the USA PATRIOT Act

Example of Parent/Child Tree



Business Entity Service

The Business Entity Service is the result of a strategic partnership with Dun & Bradstreet that leverages Interactive Data's broad reference data history with Dun & Bradstreet's Enterprise Risk Solution. The service offers information at the issuer, parent and ultimate parent levels for business entities that have issued U.S. or international equities or bonds, including:

- Entity Identifier/D-U-N-S® number
- Registered Name
- Trading Name
- Full Address information (street, city, state, country, postal code, etc.)
- Phone Number
- Web site
- Parent Entity Identifier
- Ultimate Parent Entity Identifier

Available Delivery Formats

The Business Entity Service is available through several of Interactive Data's existing delivery services including:

- SIRSSM
- RemotePlusSM
- 360ViewSM

Data Items Available

Entity Information			
D-U-N-S Number	792830164		
Registered Name	Interactive Data Corporation		
Common Name			
Street Address	32 Crosby Drive		
City	Bedford		
State/Province	MA		
Postal Code	017301448		
Country	US		
Telephone	7816878800		
Company Website	www.interactivedata.com		
SIC	6289		
NATICS	529999		
Information Last Updated	7 Apr 2009		
View Linkage Information			
Parent Information		Ultimate Parent Information	
D-U-N-S Number	261550291	D-U-N-S Number	210227468
Name	Pearson DBC Holdings, Inc.	Name	Pearson PLC
Street Address	1330 Avenue of The Americas	Street Address	80 Strand
City	New York	City	London
State/Province	NY	State/Province	
Postal Code	100195400	Postal Code	WC2R 0RL
Country	US	Country	GB
Telephone	2126412408	Telephone	2070102000
Company Website	www.pearson.com	Company Website	www.pearson.com

About Interactive Data

Interactive Data Corporation (NYSE: IDC) is a leading global provider of financial market data, analytics and related solutions to financial institutions, active traders and individual investors. The Company's businesses supply real-time market data, time-sensitive pricing, evaluations and reference data for millions of 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. Interactive Data, headquartered in Bedford, Mass., has approximately 2,400 employees in offices located throughout North America, Europe, Asia and Australia.

Interactive Data's Pricing and Reference Data business provides global securities pricing, evaluations and reference data designed to support financial institutions' and investment funds' pricing activities, securities operations, research and portfolio management. Interactive Data collects, edits, maintains and delivers data on more than 6 million securities, including daily evaluations for approximately 2.8 million fixed income and international equity issues. Interactive Data specializes in 'hard-to-get' information and evaluates many 'hard-to-value' instruments. Pricing, evaluations and reference data are provided in the U.S. through Interactive Data Pricing and Reference Data, Inc. and internationally through Interactive Data (Europe) Ltd. and Interactive Data (Australia) Pty Ltd.

For more information about Interactive Data and its businesses, please visit www.interactivedata.com.

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