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Dear Colleague:

"About a quarter of US equity trading is executed through using algorithms at various points – up fivefold in three years. This strong growth should continue (throughout) this year…"

Financial Times, May 2005

The basic definition of **Algorithmic Trading** is the application of mathematical calculations to execute complex trades, dividing up large orders into much smaller pieces which the market can absorb quickly. While this may sound simple by definition, **Algorithmic Trading** has caused some confusion amongst the traditional buy-side firms who are adopting this technology as to the overall applications and implications **Algorithmic Trading** has on their industry.

Mission Statement of this Conference:
Understanding and effectively applying algorithmic trading solutions to maximize execution quality.

Traditional trading has shown decreased profitability over the years. **Algorithmic Trading** has provided an alternative to this downward spiral. By examining Transaction Costs and Efficient Trading Frontiers, **Algorithmic Trading** has been proven to favorably impact the bottom line; first of hedge funds and now the traditional buy-side institutions.

World Research Group together with **The Wall Street Journal** are proud to present Algo Trading2005, your opportunity to hear first-hand experiences from our buy-side faculty comprised of large, mid-sized and smaller firms as to what they are doing to exploit **Algorithmic Trading** to meet their company's goals.

Join us for two information-packed days of outstanding material solely dedicated to the issues involved with **Algorithmic Trading.** Register early as space is limited, simply call **1-800-647-7600** or register online at **www.worldrg.com/algotrading** to reserve your space.

I look forward to meeting you in **New York City.**

Sincerely yours,

Stacey P. Mankoff

Stacey P. Mankoff
Senior Conference Director
WORLD RESEARCH GROUP

PS: **Don't miss this outstanding opportunity to hear over 25 real-world examples of algorithmic trading experiences!**

Who You Will Meet at Algo Trading2005

From Institutional Investment Firms; Asset Management Firms, Hedge Funds; Commodity Trading Advisors (CTAs); Brokers; Academic Institutions; Exchanges and Regulatory Bodies Senior Executives/Heads of:

Trading • Dealing • Hedge Funds • Portfolio Strategy • Investment • Operations • Pension Funds • Endowment Funds Insurance Funds • Private Banking • Wealth Management

As well as:

Policy and Regulatory Bodies • Consulting Firms

This conference will also be of interest to companies which provide an algorithmic trading product, OMS providers and platform providers; with the titles of:

IT • Electronic Trading • Connectivity • Alternative Execution • Electronic Execution • Program Trading • FIX Connectivity • Technology

TO REGISTER, PLEASE CALL 1-8

DAY ONE: MONDAY, OCTOBER 24, 2005

8:00 *Registration & Continental Breakfast; Exhibit Hall Opens*

9:00 Conference Director & Day One Chairman's Welcome

Stacey Mankoff
Senior Conference Director
WORLD RESEARCH GROUP

Jim Muller
Senior Vice President, Sales & Trading
ITG
Day One Chairman

9:30 Assessing the Evolving Market Adoption of Algorithmic Trading and its Impact on the Industry

Facilitated by:

Larry Tabb
Founder & CEO
TABB GROUP

Panelists:

William Perry
Head of US Equity Trading
STANDARD LIFE INVESTMENTS

Michel Debiche
President & CEO
QUANTIA CAPITAL

Manny Santayana
Managing Director, AES Sales Manager, Americas
CREDIT SUISSE FIRST BOSTON

With the explosion of the use of algorithmic trading from the hedge fund sector to the more traditional buy-side organizations, the rate of adoption, as well as the fall-out from this trend, is significant. This session explores the current landscape as well as some of the current challenges facing the industry today.

10:15 Customizing an Algorithmic Trading Product: Addressing the Connectivity and Creation Issues

PANEL SESSION

Scott Atwell
Manager, FIX Trading & Connectivity
AMERICAN CENTURY

Nhan Bui
Head of Equity Trading
FIRST QUADRANT

Tom Whelan
Senior Vice President
INSTINET

This panel session addresses issues of selection of the algorithmic product to integrate with your existing systems. Differentiating amongst OMS providers, as well as the creation of interfaces to front-end trading systems, are also discussed. Lastly, the challenges of creating a customized Algorithmic Trading Product for your organization are addressed.

10:45 *Morning Networking & Refreshment Break*

11:15 Can Algorithms be Predicted or Reversed Engineered?

PANEL SESSION

David Mortimer
Managing Director, Algorithmic & Program Trading (APT) Group
PIPER JAFFRAY & COMPANY

BUY-SIDE CLIENTS TBD

Machines may be good at calculating price, but can that logic also figure out value? There are 3 basic techniques for algorithmic trading: Stealth programs, black boxes and program trading. These are largely responsible for the wide swings on the stock exchange from day-to-day. A small change can lead to a major avalanche on the upside or the downside. Do such changes really reflect changes in value of companies, strategies and investments? Or are they simply artifacts of an imperfect virtual view of a leading indicator of the economy? This session addresses and brings you up-to-date on these critical issues.

12:00 **Keynote Luncheon Address for Speakers and Attendees Sponsored by:**

Direct Market Access and Algorithmic Trading

Ian Domowitz
Managing Director, Global Head of Research
ITG

Dr. Domowitz is a Managing Director and Global Head of Research at ITG Inc., and a member of the company's Management and Executive Committees. Prior to joining ITG, Dr. Domowitz was the Mary Jean and Frank P. Smeal Chaired Professor of Finance at the Pennsylvania State University. He was previously the Household International Research Professor of Economics and taught in the Kellogg Graduate School of Management, Northwestern University. He is the author of numerous research articles and served as a consultant to government and international organizations. A former member of the NASD's Bond Market Transparency Committee, he also served as chair of the Economic Advisory Board of the NASD. Dr. Domowitz received his PhD in economics from the University of California.

1:30 Unifying Performance Metrics and Benchmarking with Algorithmic Trading

CASE STUDY

John Wightkin
Managing Partner
QUANTITATIVE SERVICES GROUP LLP

George H. Bodine
Director of Trading
GM ASSET MANAGEMENT

Combining the measurement of overall performance with the target goals your organization is hoping to obtain allows a company to determine the success or failure of an ROI for Algorithmic Trading. This session explores this issue and uses real-world examples to highlight realistic expectations as well as obtainable goals.

2:15 Evaluating The Various Parts of the Algorithmic Trading Cycle Including Pre-Trade and Post-Trade

Vijay Kedia
President
FLEXTRADE SYSTEMS

3:00 *Afternoon Networking & Refreshment Break*

3:30 Utilizing Algorithmic Trading as a Tool to Improve your Trader's Overall Efficiency

CASE STUDY

Rich Vigsnes
Vice President, Head of Trading
NORTHERN TRUST COMPANY

John Bates, PhD
Vice President, Events Processing Products
PROGRESS SOFTWARE CORPORATION

With the expansion of electronic trading, the role of the trader has been forced to change. While this may diminish the importance of traditional stock trader, there has been an increase in the role of the sales trader. This session addresses these changes as well as how algorithmic trading impacts your trader's effectiveness.

4:00 Examining the Effects of Algorithmic Trading Strategies on Best Execution and Trade Cost Analysis

CASE STUDY

Larry Peruzzi
Senior Equity Trader
THE BOSTON COMPANY ASSET MANAGEMENT

Nitin Gambhir
CEO
TETHYS TECHNOLOGY, INC.

Choosing the correct algorithmic model can determine the efficient trading frontier based on your specified constraints.
This then enables you the best trading strategy designed to reduce cost and risk, thus impacting your TCA. The impact of algorithmic trading in this space is examined and examples given as to what has worked and what has fallen short of the mark.

4:30 How Buy-Side and Traditional Asset Traders Use Algorithms to Provide Value Added Service

PANEL SESSION

Rob McGrath
Senior Vice President & Head of Equity Trading
SCHRODERS INVESTMENT MANAGEMENT NORTH AMERICA

Michael Boyd
Senior Trader
CJM SECURITIES

In this session, our panelists give a perspective from the floor on the relationship of Algorithmic Trading and DMA as well as the impact of algorithmic trading on the all important TCA.

5:00 Day One Concludes;

Sponsored by: FLEXTRADE

AlgoTrading2005 **Cocktail Reception Immediately Follows**

DAY TWO: TUESDAY, OCTOBER 25, 2005

8:30 *Continental Breakfast*

9:00 Day Two Chairperson's Opening Remarks

9:15 Achieving Best Execution and Optimum Efficiency with the Application of Algorithmic Trading

PANEL SESSION

Peter W. Jenkins
Senior Vice President, Institutional Client Group
NYSE

Eric Goldberg
CEO & Co-Founder
PORTWARE, LLC

David Margulies
SUSQUEHANNA FINANCIAL GROUP, LLLP

Algorithmic trading does lend itself to achieving best execution and optimum efficiency. However, in assessing the results, one must also examine a number of other factors, including market impact, timing risk, skewness and kurtosis to address the cost of applying this platform. This session addresses these crucial factors.

10:00 *Morning Networking & Refreshment Break*

10:30 Pre-trade Analytics as a Determination of Selection of an Algorithmic Trading Model

PANEL SESSION

Mary McDermott-Holland
Senior Vice President & Head Trader
FRANKLIN PORTFOLIO ASSOCIATES

Michael Capelli
Managing Director
MILETUS TRADING

The use of algorithms originally had been focused in the hedge fund arena. This has now changed and traditional buy-side institutions are implementing algorithms at rates increasing daily. The use of this as a trader tool calls for effectively measuring the performance to assess success, thus calling for benchmarking, input accuracy and continuous evaluation of the impact on your trading desk. This discussion focuses on the impact of pre-trade analytics on the selection of an algorithmic trading platform.

11:15 Navigating through the Hype: The Reality of Algorithmic Trading

OUTSIDE THE BLACK BOX

Brian Mitchell
Global Head, Dealing & Portfolio Control
BARING ASSET MANAGEMENT

Sang Lee
Co-Founder & Managing Partner
AITE GROUP LLC

Allen Zaydlin
CEO
INFOREACH

Algorithmic trading has become one of 'the' topics in the industry. However, there are some hurdles to jump before adopting widespread application of this system. Bringing real examples, as well as both the pros and cons of algorithmic adoption, this discussion will debate whether algorithmic trading is the magic box we are all looking for.

12:00 *Luncheon for Speakers and Attendees*

1:30 Empowering the Buy-Side with Algorithmic Trading Technology

Benjamin Sylvester
Managing Director
BABSON CAPITAL MANAGEMENT, LLC

Will Sterling
Head of Institutional Electronic Trading
UBS INVESTMENT BANK

In the current environment and with the application of algorithmic trading, buy-side traders are now executing their own orders from the desktop and are no longer obligated to brokers and sell-side traders. By having your positions, compliance tools, modeling tools, order routing to brokers via FIX and access to algorithms connected through the OMS trading blotter, it is an empowering time for the buy-side trader.

2:00 Addressing the Economic Impact of Algorithmic and DMA Trading on the Financial Services Industry

This presentation examines how the move towards algorithmic and DMA trading is affecting the fortunes of the buy-side, sell-side and vendors and how economic forces will push the industry in the near future.

Josh Galper
President
VODIA GROUP

Joe Gawronski
Chief Operating Officer
ROSENBLATT SECURITIES

2:45 Integrating Buy-Side/Sell-Side Partners for Best Trade Execution

PANEL SESSION

James T. Leman
Managing Director, Electronic Execution Trading for the Americas
HSBC

Ignatius John
Senior Systems & Tech Analyst
AXA ROSENBERG

The rise in algorithmic trading has profound implications for vendors and users of information and trading products. Understanding what these consequences are allows both the buy-side and sell-side to be more educated consumers of algorithmic trading partnerships.

3:30 *Afternoon Networking and Refreshment Break*

4:00 Determining the Difference Amongst Algorithms

Kevin Connellan
Director, Equity Trading
NORTHERN TRUST COMPANY

In the past, asset managers had difficulty keeping up with the complexity of algorithms. However, they are currently finding that algorithms don't yet meet all their requirements. There are complex and predictive methods which need to be addressed. This session speaks to the reinvention of the algorithms and determining which application works best for your organization.

4:20 How Fast Will Algorithmic Trading Grow?

CONSULTANTS ROUNDTABLE

Facilitated by:

Joe Rosen
Managing Director, Trading Technology
NYSE

Harrell Smith
Manager, Securities & Investments Practice
CELENT

Josh Galper
President
VODIA GROUP

Sang Lee
Co-Founder & Managing Partner
AITE GROUP, LLC

Larry Tabb
Founder & CEO
TABB GROUP

Investment in algorithmic trading has increased dramatically over the past few years. This exponential growth begs the questions: Where will it go and how big will it get? Much depends on the future of algorithmic products developed for the buy-side – defining expectations and needs will be the determination of success for future products.

5:00 *Conference Concludes*

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Portware is the securities industry's leading developer of broker-neutral, automated portfolio trade management and execution software. Portware provides investment managers, hedge funds and broker/dealers a single platform for portfolio, basket, single stock and automated trading. Portware offers users full control of their trading environment, allowing them to trade all assets, route to all destinations and access custom functionality through a single front-end.

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EXHIBIT HALL

With a select group of 30 companies, **AlgoTrading 2005** features an exhibit hall showcasing the most cutting-edge algorithmic solutions. To get further information regarding exhibiting opportunities, please contact **Mark Bernard at 646-742-9763 ext. 12** or at **mark.bernard@worldrg.com**.

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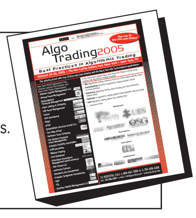

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