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## **PRESS RELEASE**

### **VIETNAM'S FIRST COMMODITY EXCHANGE FORMS STRATEGIC ALLIANCE WITH SINGAPORE-BASED NEXTVIEW**

Dak Lak Province, Vietnam, October 2, 2009: NextVIEW Pte Ltd ("NextVIEW"), a Singapore-based leading provider of real time trading tool solutions, investor education and financial conferences in Asia Pacific, with its Vietnam office in Hochiminh City, will partner with BuonMaThuot Coffee Exchange Center ("BCEC") to cooperate in broad areas that cover Market Data and Fronted Software, Professional and Investor Education, and International Marketing and Promotion.

On October, 2, 2009, the official signing ceremony of the Memorandum of Understanding ("MOU") to this effect will take place at BCEC's main ballroom at Dak Lak Province, Vietnam.

Under the terms of the MOU, BCEC wishes to receive NextVIEW's consultation on Real-Time Market Data and Frontend Software Solutions.

BCEC will also work closely with NextVIEW to co-develop professional and investor education materials in Vietnamese language and make available training facilities and manpower support to conduct regular professional and investor education seminars so as to raise the level of knowledge of Vietnamese commodity players to international standards.

NextVIEW will also organize overseas study tours for BCEC to learn from successful global and Asia commodity exchanges including those from China, Singapore and Malaysia.

As part of BCEC's international marketing and promotion efforts, BCEC will work with NextVIEW to co-organize International Coffee and Commodity Conferences in Vietnam and will be invited to participate in NextVIEW-organized mega financial events held in major cities in Asian countries.

Stephen Lai, CEO of NextVIEW, comments, "As the only Asia-based financial information solutions and investor education provider operating in multiple markets, we have developed an intimate understanding of the needs of the emerging commodity exchanges such as BCEC.

Having a reliable and cost effective real-time market data and decision support platform and combining it with a comprehensive investor education programs in local language, will be key to support the development of a sustainable and fair marketplace for all market participants.

Through this MOU with BCEC, we also hope to build an important bridge to connect international participants with the fast expanding Vietnam commodity markets."

"We view NextVIEW, with its deep relationships with commodity exchanges and market participants across Asia, will help to speed up BCEC's learning curve in such areas as professional and investor education, real-time trading tools and international marketing in our endeavor to



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develop a successful and globally recognized commodity exchange in Vietnam.” says Nguyen Tuan Ha, Director of BuonMaThuot Coffee Exchange Center.

**About Buon Ma Thuot Coffee Exchange Center ([www.bcec.vn](http://www.bcec.vn))**

The Buon Ma Thuot Coffee Exchange Center (BCEC), located in the capital city of the top coffee growing central highland province of Dak Lak, is Vietnam’s state-owned and first commodity exchange with the aim to serve the interests of coffee producers and traders.

Established in December 2008, BCEC has a mission to create new derivatives products to contribute to the sustainable and stable development for Vietnam coffee and other agricultural products.

Vietnam, the world's second-largest coffee exporter after Brazil, is expected to ship 1.15 million tonnes (19.2 million bags) and earn USD 1.6 billion in 2009 (USD 2.02 billion in 2008) from coffee exports.

**About NextVIEW ([www.nextview.com](http://www.nextview.com))**

Singapore-based NextVIEW is one of Asia’s fast growing Financial Information Vendors, operating direct offices in Kuala Lumpur, HoChiMinh City, Bangkok, Hong Kong, Shanghai and Mumbai.

NextVIEW combines financial terminals, financial portal, education and conference products to form the Financial DNA (Data, Network & Analytics), placing NextVIEW in a unique position to support the development of Asia’s Financial Eco-systems.

NextVIEW is an authorised market data vendor for major securities, commodities and derivatives exchanges in Asia, USA and Europe, such as CME Group, NYSE-Euronext LIFFE, NYSE, Nasdaq-OMX, ICE-NYBOT, Singapore Exchange, Bursa Malaysia, HoChiMinh Stock Exchange, Hanoi Securities Trading Centre, Stock Exchange of Thailand and the Agricultural Future Exchange of Thailand.

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