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# Media release

## **For immediate release**

### **UBS INVESTMENT BANK OFFERS RSS TECHNOLOGY TO ENHANCE RESEARCH DISTRIBUTION TO CLIENTS**

New York, October 26, 2005--UBS announced today that its investment bank offers RSS (Really Simple Syndication) to enhance the distribution of equity research to its institutional clients.

RSS is a software format for syndicating news and the content of news-like sites. Many major news providers, news-oriented community sites and even personal blogs make use of RSS. For equity research, this could include notifying clients of changes to earnings, ratings, as well as the issuance of new research reports, all without visiting UBS's website. Since this information is structured, an RSS reader can be used by a client to more effectively aggregate and screen information from multiple sources.

"RSS technology has been widely used by news sites and blogs. We believe, this is the first time the technology has been used by an investment firm in order to provide clients with information they can use in their investment decisions," said Tim Baker, Chief Technology Officer for Equity Research. "We anticipate that use of this technology will continue to increase as more content becomes available, software companies move to incorporate RSS capabilities into future versions of email applications and web browsers, and RSS technology adapts to the needs of the investment community. "

For more information, and access to the feeds, go to [www.ubs.com/rss](http://www.ubs.com/rss).

UBS is one of the world's leading financial firms, serving a discerning client base. As an organization, it combines financial strength with a culture that embraces change.

UBS is the world's largest wealth manager, a top tier investment banking and securities firm, and a key global asset manager. In Switzerland, UBS is the market leader in retail and commercial banking. UBS, headquartered in Zurich and Basel, is present in all major financial centers worldwide. It has offices in 50 countries, with 39% of its employees working in the Americas, 38% in Switzerland, 16% in Europe and 7% in the Asia Pacific time zone. UBS's financial businesses employ over 69,000 people worldwide.

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