

Hudson Hires Veteran Securities Industry Professional Tony Sanfilippo as CEO

Contacts:

Anthony (Tony) M. Sanfilippo
CEO
201-216-0100

Keith R. Knox
President
201-216-0100

Jersey City, NJ, October 12, 2009: Hudson Holding Corporation (OTC Bulletin Board: HDHL.OB-News), parent of Hudson Securities, Inc., today announced that it has hired veteran securities industry professional Tony Sanfilippo as its Chief Executive Officer (CEO).

Mr. Sanfilippo has over 30 years' experience in the financial services industry. He joins Hudson from Etico Capital, a boutique merchant bank he co-founded in 2007. Prior to starting Etico, he served as head of US equity trading for Jefferies & Co. Previously, Mr. Sanfilippo was Interim Chief Executive Officer of Knight Trading Group, and served as President and CEO of Knight Capital Markets. Mr. Sanfilippo joined Knight when Tradetech Securities, a Company he founded and managed as President and CEO, was acquired by the Trimark Division of Knight. Mr. Sanfilippo's current industry associations include serving as a Director of the National Organization of Investment Professionals and a governor of the Securities Trader Association. He is a past board member of Nasdaq Europe and Knight Trading Group.

Mr. Sanfilippo stated, "I am excited to have the opportunity to continue to build upon the strong trading platform in place at Hudson. I will draw on my experience of building both global and domestic businesses in various size firms, to develop existing as well as new business lines at Hudson. The market environment the past year has allowed many small and medium size firms to attract quality human capital and increase their value proposition and level of service. At Hudson, our focus will be to expand our distribution capabilities and product offerings to better serve our clients."

Martin C. Cunningham, co-founder of Hudson, will be stepping down to pursue personal and other professional business interests. Mr. Cunningham said "It is a testimony to our past achievements and our prospects for the future that we have been able to attract someone of Mr. Sanfilippo's caliber. I feel extremely fortunate to have been part of the evolution of this company, and feel confident that the quality of people ingrained in the organization will ensure that Hudson's best days are yet to come."

Keith Knox, President of Hudson added, "I want to thank Marty for his extraordinary contribution to the strong revenue growth Hudson has experienced over his tenure, which has seen annual revenues go from \$10 million in 2004 to \$38 million in 2009. We wish him all the best in his future endeavors. I know that I speak not only for myself but for all at Hudson in expressing the firm's excitement in having Mr. Sanfilippo at the helm and bringing Hudson to the next level. "

Hudson Holding Corporation is a publicly traded company on the OTC Bulletin Board under the symbol “HDHL” and is the parent of Hudson Securities, Inc. and Hudson Technologies, Inc. Hudson Securities, Inc. is dedicated to meeting the liquidity needs of its clients—institutions, hedge funds, asset managers, and broker dealers—by providing execution solutions and making markets in over 15,000 U.S. and foreign securities and ADRs. As a registered broker-dealer under the Securities Exchange Act of 1934, Hudson Securities is a member of the Financial Industry Regulatory Authority (“FINRA”) and has been in business since 1984. Hudson Technologies provides technology services to Hudson Securities and client companies.

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