

BGC Partners Initiates Dividend Reinvestment and Stock Purchase Plan

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NEW YORK, July 18, 2011 /PRNewswire via COMTEX/ -- BGC Partners, Inc. (NASDAQ: BGCP)("BGC" or "the Company"), a leading global brokerage company servicing the wholesale financial markets, today announced the initiation of a Dividend Reinvestment and Stock Purchase Plan ("the Plan.")

The Company believes that the Plan provides existing and potential investors a convenient and cost-effective method to purchase shares of BGC's Class A common stock. Those purchasing under the Plan may be eligible to do so free of fees or commissions and may also receive a discount of up to three percent from the relevant market price of the stock, depending on the circumstances.

Under the Plan, current BGC stockholders can purchase shares by reinvesting the cash dividends paid on all or a portion of their shares of common stock in additional shares of BGC's Class A common stock. Current BGC stockholders may also purchase additional shares of BGC's Class A common stock through optional cash purchases of not less than \$100 per month and not more than \$10,000 per month (except in cases covered by approved requests for waiver, which are discussed under "Description of the Plan" in the Plan Prospectus accessible through the webpage link below.). Persons who are not currently BGC stockholders may make initial cash purchases of not less than \$500 and not more than \$10,000 (except in cases covered by approved requests for waiver) to purchase shares of BGC's Class A common stock under the Plan.

American Stock Transfer & Trust Company, LLC ("AST") administers the Plan.

For more information, including the Plan Prospectus and Enrollment Form, and/or to enroll, please click on the link below. There, you will find another link labeled "Plan Materials."

http://www.amstock.com/investpower/new_plandet.asp?CoNumber=10635&PlanType=DPSS

If you have any questions regarding the above webpage link or are experiencing difficulty in navigating the above webpage link, please contact AST using the following information:

BGC Partners, Inc. Dividend Reinvestment and Stock Purchase Plan

c/o American Stock Transfer & Trust Company, LLC

ATTN: Shareholder Relations Department

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About BGC Partners, Inc.

BGC Partners, Inc., is a leading global brokerage company primarily servicing the wholesale financial markets, specializing in the brokering of a broad range of financial products, including fixed income securities, interest rate swaps, foreign exchange, equities, equity derivatives, credit derivatives, commodities, futures, structured products and other instruments. BGC also provides a full range of services, including trade execution, broker-dealer services, clearing, processing, information, and other back office services to a broad range of financial and non-financial institutions. BGC's integrated platform is designed to provide flexibility to customers with regard to price discovery, execution and processing of transactions, and enables them to use voice, hybrid, or where available, fully electronic brokerage services in connection with transactions executed either OTC or through an exchange. Through its eSpeed, BGC Trader, and BGC Market Data brands, the Company offers financial technology solutions, market data, and analytics related to select financial instruments and markets. BGC's customers include many of the world's largest banks, broker-dealers, investment banks, trading firms, hedge funds, governments and investment firms. Named after fixed income trading innovator B. Gerald Cantor, BGC has offices in 24 cities, located in New York and London, as well as in Aspen, Beijing, Chicago, Copenhagen, Dubai, Garden City, Hong Kong, Istanbul, Johannesburg, Mexico City, Moscow, Nyon, Paris, Rio de Janeiro, São Paulo, Sarasota, Seoul, Singapore, Sydney, Tokyo, Toronto, and West Palm Beach.

Discussion of Forward-Looking Statements by BGC Partners, Inc.

Statements in this press release regarding BGC's business that are not historical facts are "forward-looking statements" that involve risks and uncertainties. For a discussion of additional risks and uncertainties, which could cause actual results to differ from those contained in the forward-looking statements, see BGC's Securities and Exchange Commission filings, including, but not limited to, the risk factors set forth in our public filings which we incorporate by reference, including our most recent Form 10-K and any updates to such risk factors contained in subsequent Form 10-Q or Form 8-K filings.

(1) Please note that AST's Shareholder Services Representatives are available Monday through Friday, 8am to 8pm ET. Additionally, AST follows the New York Stock Exchange Holiday schedule, which is available at **<http://www.nyse.com/about/newsevents/1176373643795.html>**.

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