

## Press Release

### Briefing.com Launches New Services, Increases Efficiencies for Investors and Traders

CHICAGO, **January 6, 2009** – Briefing.com, the leading provider of independent, live market analysis of the U.S. and International equity markets, today launched a suite of all new services with restructured and new content in a completely new interface.

Briefing.com's new services offer enhanced research, advanced functionality such as customizable filters, alerts, and workspaces, as well as the ability to save items for later review. In addition, Briefing.com's award-winning In Play<sup>®</sup> functionality can now be accessed via multiple panes, thus allowing customers to further leverage In Play's stream of live market analysis.

"Our new services put our customers in total control by providing customization that allows them to view only the market news and information that is most relevant to them," said Steve Lorenc, President and COO of Briefing.com. "This allows them to quickly and easily make informed investment decisions, thus enhancing their overall Briefing.com experience."

In addition to unveiling an all new interface, Briefing.com has repackaged its award-winning content and integrated new proprietary investment research into the suite of new services.

Briefing.com's new services include:

**Briefing In Play<sup>®</sup> and Briefing In Play<sup>®</sup> Plus** help active investors sort through the clutter to keep fully informed with real-time market moving news, live commentary, earnings coverage and research tools like our Earnings Results and Economic Events pages.

**Briefing Professional<sup>™</sup>** provides wealth and asset managers with Briefing In Play's complete market coverage, as well as proprietary, insightful investment research and informed, live analysis of breaking events.

**Briefing Trader<sup>®</sup>** helps active traders make profitable trades with unique, actionable trading opportunities based on both technical and fundamental analysis. All of this is coupled with Briefing In Play's complete market coverage to provide the ultimate trading tool.

**Briefing Institutional<sup>™</sup>** combines all of Briefing.com's proprietary trading and investment analysis with Briefing In Play's real-time analysis and commentary to provide investment professionals with the most complete view of the markets.

"Our new suite of innovative services is far superior to any other service in today's marketplace," said Dick Green, CEO and Chairman of Briefing.com. "We continue to invest in areas that will provide our customers with complete control of our independent, live market analysis in order to enhance their research routines and become more efficient."

For more information on Briefing.com's new suite of services, please visit <http://www.briefing.com/>.

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#### About Briefing.com

Briefing.com provides independent, live market analysis of the U.S. and International equity markets. Individual investors, active traders and institutional professionals rely on the company's timely and unbiased insight to make intelligent investment decisions. Briefing.com offers a full suite of services with varying levels of market coverage, analysis and customization. The company was founded in 1992 and is headquartered in Chicago with offices in London, Boston and the San Francisco Bay Area. [www.briefing.com](http://www.briefing.com)

#### Contact:

Kelly Kauffman

312-670-4463 x.250

[mediarelations@briefing.com](mailto:mediarelations@briefing.com)