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TradeIdeas.org

Brokers Enter Record 15,594 Trade Ideas into Industry Platform in January 2008

London & New York, February 11, 2008 – Trade Ideas Limited (TIL) -- the industry utility established by Citi, Credit Suisse, Dresdner Kleinwort and Merrill Lynch to facilitate the expanding use of equity trade ideas industry-wide – today reported the following activity for January 2008:

- 277 brokerage firms, hedge funds and traditional long only investment managers in the UK, US and Far East had joined the trade idea platform – an increase of 116 firms, or 72% from a year ago.
- A record 15,594 new equity trade ideas were entered into the Repository and Distribution Centre (the server hub that enables institutional brokers to send ideas to their clients) in January 2008, up 152% from 6,191 ideas entered the same month a year ago. The previous record for ideas entered was 8,578 in November 2007.
- A total of 112,269 ideas have been entered into the RDC since its launch in October 2005, reflecting 290% growth since January 2007.

“The turbulent markets, combined with increased usage of trade ideas, resulted in institutional brokers submitting a record number of recommendations for their clients in January,” said Simon Tizard, Executive Director of TIL, who noted that brokers are compensated by their clients for developing these trade ideas.

“January’s activity saw the platform break through the 100,000 idea barrier, becoming the largest database of institutional brokers’ trade ideas, and the performance of those brokers and their ideas, in the industry,” said Colin Berthoud, Director of youDevise Limited (www.youdevise.com), which markets the Trade Idea Monitor, the leading third party application for accessing the RDC.

Additional TIL data for January 2008 can be found at www.tradeideas.org.

What are Trade Ideas?

As opposed to traditional brokerage research, equity trade ideas are client specific, long or short trading recommendations that also typically include the amounts that should be invested. The TIL established the RDC server hub in October 2005 as an industry utility to enable institutional brokers to simultaneously send trade ideas to multiple clients who have granted them permission to do so. The RDC is accessed through proprietary or third party applications, such as the Trade Idea Monitor (the TIM) alpha capture system. The TIM also enables clients to measure the real time, relative and historical idea performance of participating brokers and brokerage firms.

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