



Craig Faulkner
Chief Technology Officer
Stockgroup Holdings Inc.
www.Stockgroup.com
craig@Stockgroup.com
800.650.1211



Ashraf Ebid
Executive Vice-President
Octet Corporation
www.Octet.com
ae@Octet.com
212.475.6393

FOR IMMEDIATE RELEASE

September 25, 2001, New York City and San Francisco

“Instant Trade Tool” Integrates Financial News Websites with Investor Brokerage Accounts for Fast and Easy Trading

Octet Corporation of New York, NY and Stockgroup Holdings Inc. (OTCBB:SWEB) of San Francisco, CA today announced their *Instant Trade Tool*™, which allows corporate, *Fortune* 500, and portal Websites to hotlink financial news, stock prices, and charts directly to a prepopulated trading interface at the investor’s online broker. Investors can now translate breaking news stories into market orders with lightning speed.

Investors today have a time-lag problem: information released by companies travels at the speed of light and financial markets react in the blink of an eye. Converting financial news into trades was, until now, a cumbersome multistep process: find the news, digest it, access the broker’s Website, log in, locate the trading forms, fill out the forms and finally execute the trade. The time and steps required attracted the interest of Stockgroup and Octet.

Stockgroup, a leading provider of content and software solutions for the financial industry, offers a financial news portal at www.SmallCapCenter.com. Its original financial news content is licensed for a number of corporate Websites, including the *Fortune* 500 and United States Government. Octet specializes in providing tailored solutions to software problems, always on-time and at the agreed-upon price. Its clients are in the investment, banking, Internet, and manufacturing sectors. Both companies saw an opportunity to collaborate.

“In a world where minutes and even seconds make the difference between profit and loss, many investors just couldn’t get, fill out and submit the trading forms

MORE

fast enough to benefit from the news,” explains Marcus New, Stockgroup’s CEO, “Or they made a mental note to buy the stock later but forgot to follow through.”

It’s amazing that the clever solution developed by Octet and Stockgroup was never offered before. Partnerships with trading firms allow the *Instant Trade Tool* to prepopulate the investor’s online trading interface with the necessary information.

“All the investor needs to do is enter the number of shares and password, then click on execute,” says Tatiana Aleksa, CEO of Octet. “Smart software eliminates most of the steps involved in a typical trade.”

The appeal of the *Instant Trade Tool* extends far beyond financial news portals. Recent rulings by the SEC require companies to release corporate financial news on their Websites and post tick-by-tick stock prices. “Now these portals and listed companies will be able to offer a new option: trade this stock right now using your regular brokerage account,” explains Aleksa.

Stockgroup is the first financial news portal to offer the *Instant Trade Tool* at www.SmallCapCenter.com. “Our 250,000 members will appreciate the edge this software gives them in the market,” says New. “The serious investor always looks to cut the time from reading news to executing orders, and savvy online brokers will cater to customers wanting our new trading solution.”

The *Instant Trade Tool* enables corporations and portals to have visitors use financial news quickly and easily. That’s why both companies expect the *Instant Trade Tool* to become standard software wherever financial news is offered.

###