



250 Main Street

www.StockSmart.com

PO 425287

free.StockSmart.com

Cambridge, MA 02142

Stock Smart Announces Free Access With the Launch of *free.StockSmart.com*

Cambridge, MA - (September 17, 2008) - Stock Smart announced today the launch of its new website, free.StockSmart.com, opening up access to features previously available to its investor audience only by subscription. Designed to simplify and improve the investment process, Stock Smart can save investors time and money and help them make better decisions.

The new Stock Smart website is geared to helping its users be smarter, more successful investors. Stock Smart provides objective and fact-based Company Profiles and Earnings Snapshots on over 5,000 stocks, plus Industry Profiles dynamically tracking the winners and losers within each industry and sub-industry tick-by-tick. Stock Smart offers free quotes, graphing, and market tracking.

The key offering of Stock Smart's subscription website, www.StockSmart.com, is the award winning Portfolio Tracker, with diversification analysis and alerts, plus simplification of income tax calculations. The Stock Smart Earnings Engine auto-determines objective ratings, helping investors make better valuation decisions and manage risk. Stock Smart uniquely identifies over 4,000 stocks as Attractive, Neutral, or High Risk, and updates the ratings in sync with trading. The ratings are integrated into the Portfolio Tracker to make smart investing even easier. Stock Smart also offers extensive industry research, plus technical analysis and modeling, over 400,000 pages in all, at a price of \$4.95 per month.

Stock Smart allows investors to take control of their finances. They can benefit from free access at free.StockSmart.com, and the premium services at www.StockSmart.com.

"Friends of Stock Smart" is a new program offering premium services free to investor clubs and individuals after referring 10 subscribers.

About Stock Smart

Over 5,000 stocks are tracked by Stock Smart, from small caps to large caps, delivering analysis "live fire" throughout the market day, auto-identifying unusual patterns to deliver a complete and accurate picture. Company Research Reports, Industry Profiles, earnings analysis and market tracking are unprecedented. The Stock Smart Research Engine is entirely quantitative and objective, data-basing and data-mining the stock market for better insights without bias.

Stock Smart is an Investor Education service featuring an award winning Portfolio Tracking system with built-in diversification analysis, ratings and alerts, plus extensive company research, industry research and market tracking functionality, all with superior integration and quality control and extensive ability to personalize.

Stock Smart's Earnings, Ratings and Research Report services are available to organizations under license agreement, as is access to Stock Smart's Industry Portals.

Stock Smart's Mobile Portfolio and Alerts Apps are available on Apple's iPhone and through selected carriers.

For more information and a free "Test Drive" visit the Stock Smart websites: www.StockSmart.com and free.StockSmart.com.