

TheMarkets.com and InfoNgen Launch Bullseye

Customized alerting tool includes real-time news combined with broker research

New York, NY – October 8, 2007 – TheMarkets.com, a leading provider of research and estimates services to institutional investors worldwide, and InfoNgen, the first discovery engine for business, finance and information professionals, today announced the launch of TheMarkets.Bullseye, a real-time alerts system combining broker research and web-based news content.

“Bullseye represents our continued focus on enhancing our product line in direct response to our client base’s requests,” said Amy Kadomatsu, Senior Vice President of Product, Marketing, and Strategy for TheMarkets.com. The Company reported that, in a recent survey, 90% of respondents indicated that adding news to TheMarkets.com would add value to their workflow. “We’ve taken this request a step further by integrating news content and broker research—targeted to the investment interests of the client—in a single alerting system that is available via the web or a customizable window on the desktop,” she said.

Bullseye enables subscribers to TheMarkets.com to customize their watchlists of coverage, collating relevant results from broker research and online sources including mainstream news, local and foreign language media, government and regulatory websites, company press releases, and blogs.

Key benefits of Bullseye:

- Extends clients’ currently existing Profiles—watchlists of tickers, keywords, and industries—from TheMarkets.com to web-based news, blogs, and regulatory content
- Features real-time scrolling headlines, targeted to the client’s coverage, from tens of thousands of online sources and TheMarkets.com
- Links to original source documents, with translated and original-language versions, as well as seamless access into TheMarkets.com
- Tags web-based content with key topics, such as mergers and acquisitions, using InfoNgen technology
- Includes a customized browser toolbar, that enables the user to search TheMarkets.com from anywhere on the web

Alina Sullivan, Vice President of Global Sales for TheMarkets.com, said, “We’re driven by the mandate of saving clients time. And Bullseye does just that, by narrowing down to one the number of resources an institutional investor needs to see the announcements and analysis that will impact their investments. More than that, it also enables subscribers to rely on Bullseye to keep them from missing a piece of breaking news or a lesser known item that might represent alpha potential. Bullseye is about saving time and identifying opportunity, and we’re excited to present it to our over 1800 client firms globally.”

“Bullseye is the first product we’ve launched, in partnership with TheMarkets.com, that leverages our technology to provide their client base of institutional investors a solution for discovering relevant information across their broker research, news sources, industry publications, journals, blogs and more,” said John Mahoney, CTO and co-founder of InfoNgen. “Our proprietary tagging technology makes quick

work of categorizing and filtering hundreds of thousands of pieces of web-based content daily—enabling clients to focus their time on taking action on issues and opportunities.”

About TheMarkets.com

TheMarkets.com is a leading provider of research and estimates services to over 1800 institutional investment management firms worldwide. TheMarkets.com is owned by: Banc of America Securities, LLC (NYSE:BAC), Citi (NYSE:C), Credit Suisse (NYSE:CS), Deutsche Bank (NYSE:DB), Dresdner Kleinwort, part of Dresdner Bank AG and a member of the Allianz Group (NYSE:AZ), The Goldman Sachs Group (NYSE:GS), JPMorgan Chase (NYSE:JPM), Lehman Brothers (NYSE:LEH), Merrill Lynch (NYSE:MER), Morgan Stanley (NYSE:MS), UBS Investment Bank (NYSE:UBS), and Reuters (Nasdaq: RTRSY, LSE: RTR), which provides technological infrastructure, web-hosting services, and certain proprietary content.

About InfoNgen

InfoNgen is owned by Instant Information, Inc., which was founded in 2004 by Isaak Karaev and John Mahoney to provide information management and collaboration solutions to the financial industry. The privately-owned company is funded by Standard & Poor's, Reuters and several private equity firms including Union Square Ventures.