



Traffic on TickerMine.com Increases by Fifty Percent as Investors Dig Deeper Into Detailed Point of Sale Data During a Volatile Market

SAN FRANCISCO, CA -- (MARKET WIRE) -- 04/04/08 -- TickerMine, a publisher of real-time, objective channel and point-of-sale market data, today announced a significant increase in traffic to its Web site as investors seek more detailed information during a period of market volatility. The company reported a fifty percent increase in page views on www.tickermine.com in March over the previous month, amounting to a two hundred fifty percent increase over December. Research on stocks in categories such as automotive, consumer staples, consumer discretionary goods, and gaming were popular. Additionally, TickerMine published fifty percent more stories in March than the previous month and currently covers more than one hundred companies in a variety of categories ranging from apparel to automotive.

"As the market continues to fluctuate week to week and day to day, we are seeing a significant increase in investors looking for the granular data and insight from the point of sale," said Casey Ryan, CEO of TickerMine. "In particular, the professional investors using TickerMine are interested in stories on retail automotive trends, consumer discretionary purchases, and consumer staples. TickerMine gives investors the data and information that provides the earliest possible snapshot of market conditions and trends in these bell-weather economic categories."

Designed to provide the earliest possible insight into the performance and market traction of companies' products and services, TickerMine provides un-biased, granular market data and information in broad retail categories to buy and sell side analysts, institutional portfolio managers, fund managers, registered independent advisors, and personal client services managers. TickerMine generates data and reports on a daily basis using a proprietary electronic methodology to gather data on sales trends, consumer preferences, and buying patterns at the grass-roots level. TickerMine generates new information daily on retail categories including apparel, automotive, restaurant, electronics, financials, entertainment, and energy that can give investors clues about trends before they have an impact on stock prices.

Stories published about market trends and conditions in retail automotive and consumer goods were particularly popular with TickerMine subscribers. Samples of popular story headlines include:

- "Target Unscathed By Housing Market Woes," published on March 21, 2008. In a survey of thirty stores across the U.S., 73% reported that business is currently very strong or above average, while only 10% reported sales below average. However, 33% reported that the weak housing market and economic worries are hurting their business. An additional 17% expect economic woes to impact business in the future.

- "Wal-Mart Business Still Holding Strong in March," published on March 21, 2008. Seventy percent of responding stores said that sales were "Above Average" or "Very Strong." Only 3% of stores said that business was below average. A vast majority of respondents did not necessarily see the weak housing market and economy as having an effect on business, with 40%

saying the economy was not affecting sales.

-- "Well-Stocked Hybrids Could Signal Flatter Sales of Fuel Efficient Cars," published on March 5, 2008. TickerMine's survey of car dealerships around the country found that hybrid vehicles are in stock on dealer lots in contrast with just two years earlier.

About TickerMine

TickerMine is a publisher of real-time, objective channel and point-of-sale market data that gives investors the earliest insight into the performance and market traction of companies' products and services. Using a proprietary electronic methodology, TickerMine delivers objective, real-time market data from the point of sale. With TickerMine, analysts, portfolio managers, fund managers, independent advisors, and active traders get the earliest possible snapshot of trends, consumer preferences, and buying patterns in broad retail, technology and energy categories. TickerMine's timely, detailed market information provides higher levels of visibility and first insight into a stock's performance so investors can make superior investment decisions. For more information, visit www.tickermine.com.

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