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TheStreet.com Launches Column for Business and Financial Book Authors

NEW YORK--(BUSINESS WIRE)--Feb. 21, 2007--TheStreet.com, Inc. (Nasdaq: TSCM), a leading provider of financial commentary, analysis, research, news and ratings, today announced that it has begun running a new column, called "Open Book," that will be written by authors of business, financial and investment books.

"Open Book" debuted Tuesday on the Company's free, flagship site, www.thestreet.com.

"This is a very exciting new column," said David J. Morrow, the editor-in-chief of TheStreet.com. "'Open Book' is a unique offering within our network of properties in that usually, media outlets review books. With this new column, readers get to read the author's prose and decide for themselves whether they believe the book is worth a read. 'Open Book' is also a great educational tool, since the column will feature a variety of authors who discuss a wide range of subjects. 'Open Book' will also enhance our weekend offerings, as the column will run during the week and again on Saturday."

TheStreet.com is working with large publishers of business and financial books to line up authors and their works, often in advance of publication. One requirement for "Open Book" column contributions is that the book must be available for purchase or advance order on the day the column runs.

"Open Book" is scheduled to run weekly but its frequency may increase in the coming months. The first author to discuss his work in "Open Book" is Peter Navarro, the author of "The Coming China Wars."

About TheStreet.com, Inc.

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