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TheStreet.com to Launch Exchange-Traded Fund Subscription Service

NEW YORK--(BUSINESS WIRE)--Feb. 13, 2007--TheStreet.com, Inc. (Nasdaq: TSCM), a leading provider of financial commentary, analysis, research, news and ratings, today announced that it will launch a subscription service designed for investors and traders of exchange-traded funds (ETFs).

The service - TheStreet.com ETF Shark Alerts - will be written by Jim "Rev Shark" De Porre, a long-time contributor to RealMoney, the foundation of TheStreet.com's line of subscription-based services. Mr. De Porre is the chief executive officer of Shark Asset Management, a registered investment advisory firm.

"Exchange-traded funds are one of the fastest growing investment areas in the financial space today," said David J. Morrow, the editor-in-chief of TheStreet.com. "TheStreet.com ETF Shark Alerts is an advisory service designed to educate those who are interested in investing in ETFs. Having a professional money manager such as Mr. DePorre guide them through building and managing an ETF portfolio will be a value-add to our subscribers as they master the ETF investment process."

Mr. DePorre comments: "ETFs provide an ideal vehicle for individual investors seeking to gain an edge in the market that can't be obtained through mutual funds or the ownership of individual stocks. ETFs offer diversification, flexibility and exceptional opportunity. The key to success is identifying market themes as they emerge and develop. TheStreet.com ETF Shark Alerts service will serve as a roadmap to what is currently the fastest growing area of the stock market."

TheStreet.com ETF Shark Alerts will debut March 14, 2007. The Company will begin taking advance orders for the service on February 14, 2007.

About TheStreet.com, Inc.

TheStreet.com, Inc. (Nasdaq: TSCM) is a leading multimedia provider of business, investment and ratings content, available through its proprietary properties, which include Web sites, email subscription services, print publications, radio, syndication and audio and video programming. Founded in 1996, TheStreet.com, Inc. pioneered the electronic publishing of financial information on the Internet. Today, the Company offers proprietary information on stocks, mutual funds, exchange-traded funds (ETFs) and financial institutions, including various insurers; HMOs; Blue Cross Blue Shield plans; banks and savings and loans. The Company's breadth of top-grade services empowers a wide audience of retail and professional investors, by delivering information they can rely upon to make sound, informed financial decisions.

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