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Wallstrip Joins TheStreet.com TV Network

TheStreet.com and Wallstrip Form Partnership to Distribute Video Content

NEW YORK--(BUSINESS WIRE)--March 12, 2007--TheStreet.com, Inc. (Nasdaq: TSCM), a leading provider of financial commentary, analysis, research, news and ratings, and Wallstrip, a new Web site that produces daily video combining stock news and pop culture, today announced that they have entered into a video distribution partnership.

Under the agreement, Wallstrip, a daily three-minute show examining top-performing stocks, will be distributed on TheStreet.com TV, TheStreet.com's fast-growing video network.

"Wallstrip's innovative approach to stock coverage combined with humor is a terrific complement to our current video offerings," said Sandy Brown, Executive Producer & Managing Editor, TheStreet.com TV. "We're confident TheStreet.com TV's audience will appreciate the addition of Wallstrip to our video lineup."

Wallstrip has recently been featured in articles in Business Week ("A Sassy New Investment Webshow for Generation YouTube"), and The New York Times ("It's 'Squawk Box' Meets' 'Saturday Night Live'"), and on ABC News. An increasingly popular destination for non-traditional reporting on top stock picks, Wallstrip receives approximately 10,000 viewers per day.

Adam Elend, a Wallstrip producer and director said, "We are excited about the partnership because TheStreet.com has great audience reach and is a force for innovation in the online financial market."

TheStreet.com TV currently offers 12 channels of financial news and lifestyle content, including the Personal Finance and Executive Interviews channels, and Wall Street Confidential, a daily show featuring company founder James Cramer. In February, TheStreet.com reported production of 811 videos across its network in the fourth quarter of 2006 and an 80% increase in its video viewership from the previous quarter.

Wallstrip is currently available at www.thestreet.com on the Video and Audio section of the site.

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, 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.

About Wallstrip

Wallstrip is where stock culture meets pop culture. Each episode looks at a stock that is at or near an all time high, and assesses the reason why the company is performing so well -- not in the stock world, but in the real world. Monday through Thursday, there is a new three minute Wallstrip episode, presenting viewers with a unique "ear to the street" approach to the market. On Friday Wallstrip runs a "Wallstrip Chat" series, a short fun interview with an influencer in the financial world.

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