



January 12, 2007

TheStreet.com Selects ROO to Power Video in a Re-Launch of TheStreet.com TV

NEW YORK--(BUSINESS WIRE)--Jan. 12, 2007--TheStreet.com, Inc. (Nasdaq: TSCM), a leading provider of financial commentary, analysis, research, news and ratings, and ROO (OTCBB: RGRP) announced today the re-launch of TheStreet.com TV powered by the ROO online video network.

Recognized in July 2006 by comScore's U.S. Video Metrix as a Top 10 Video Property ranked by unique U.S. streamers, ROO's superior technology enables TheStreet.com to stream its growing library of video content in a customizable fashion.

"ROO's Web 2.0 capabilities include video player skinning and branding, video search, enhanced channel browsing and links to related stories from within the video player," said Alex Spinelli, chief technology officer of TheStreet.com. "These enhancements to TheStreet.com TV create a more appealing destination for advertisers as well as a more enjoyable experience for viewers."

ROO will also provide TheStreet.com with enhanced video delivery capabilities, including advertisements that are dynamically served across the Company's multiple video channels, and RSS feeds to destinations such as MyYahoo! and Google.

"Online video consumption is currently growing at an astounding rate, forcing traditional news outlets to look for new and innovative ways to grow existing audiences as well as engage new audiences," said Robert Petty, CEO of ROO. "We are pleased to be working with such a respected name in the financial community to help differentiate TheStreet.com's offerings and enable their unique video content to be viewed through a new interface."

The ROO powered video platform is now available on TheStreet.com TV.

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, 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 ROO

ROO Group Inc. (OTCBB: RGRP) through its 100% subsidiary ROO Media Corporation, is the online video solutions company focused on meeting the specific needs of large enterprise companies globally. The company's proprietary platform, the ROO Video Exchange, simultaneously services multiple video channels, audience segments and advertisers and, as such, has become a leading platform in content aggregation, distribution and targeted advertising. ROO's unique ability to offer a "many-to-many" service has helped secure its position as the Internet broadcast company of choice for companies seeking effective strategies for monetizing online video. www.roo.com

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