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## **Ground Breaking Web Site Combines Social Networking with Stock Investment Ideas**

### **TheStreet.com and A.R. Media To Create Joint Venture**

NEW YORK--(BUSINESS WIRE)--Jan. 3, 2007--TheStreet.com, Inc. (Nasdaq: TSCM), a leading provider of financial commentary, analysis, research, news and ratings today announced that it has reached an agreement to form a joint venture with A.R. Media, a New York-based media holding company, to create a new Web site called Stockpickr - "The Stock Idea Network."

Stockpickr, located at [www.stockpickr.com](http://www.stockpickr.com), will be the first Web site to combine social networking with stock investment ideas. The site will allow its members to compare their portfolios to others in the network, scan portfolios for investment ideas and open a dialogue with like-minded investors in a secure environment.

Some of the Stockpickr features are:

- The Stockpickr Recommendations Engine: an algorithm that generates stock ideas based on the correlations between an individual's portfolio and those of major hedge funds and mutual funds, as well as other members of the site.
- Browsing Professional & Peer Portfolios: a continuously expanded and updated database of the recent holdings of top Mutual and Hedge Funds that can be browsed by stock, portfolio or user.
- Spotlight Portfolios: a daily collection of topical portfolios such as "The 9% Yield Club," "Top-ranked ETFs," and "Black Friday Stocks."
- Today's Lists: daily updated lists of the biggest winners and losers, the latest activist situations, analyst downgrades, short squeezes, inexpensive low-priced stocks, and many other portfolios. The lists are presented in the Stockpickr format so readers can follow trends and see how other investors are playing them.
- The Stockpickr Blog: regular updates on new investment ideas and site improvements.
- Active Trader: regularly updated professional-quality trading systems such as "The QQQQ Sweet Spot," "The Christmas System," "Mean Reversion System," and others.

This new strategic relationship will allow both companies to bring more investment ideas to their readers by increasing the number of channels through which content can be accessed. Stockpickr will provide content on a daily basis to TheStreet.com in the form of daily portfolios, features and periodic videos. Stockpickr will also integrate TheStreet.com news feeds and other editorial features onto its platform, and will archive the portfolios of various contributors. TheStreet.com will link to Stockpickr portfolios from its articles and will integrate Stockpickr features into the user experience of TheStreet.com readers.

The revenue model is an advertising-supported one, where advertising will be sold by TheStreet.com sales force. A.R. Media will own 50.1% and TheStreet.com 49.9% of the new venture.

"Stockpickr perfectly complements the offerings of TheStreet.com and it builds community among our readers, offering them a more interactive experience while they explore concepts they learn about on our site," said Thomas J. Clarke, Jr., chairman and chief executive officer of TheStreet.com. "We have had a long relationship with fund manager and writer, James Altucher, who is also the co-founder of A.R. Media, and we look forward to expanding that relationship, creating new ways to generate content and additional traffic for our network of sites. Continuing to deliver our readers superior resources, such as Stockpickr's investment idea-generating tools in collaboration with TheStreet.com's editorial content, helps us maintain our position as a top financial/investing destination on the Internet."

"With Stockpickr we initially started off creating a tool that we could use to generate trading ideas from browsing the portfolios of the top hedge funds and investors," said James Altucher, who also serves as the CEO of Stockpickr. "However, it turned out to be even a stronger platform for investing knowledge once we opened it up to a community of active investors. With the addition of TheStreet.com user base, Stockpickr will be the number one community site for exchanging stock ideas and investment knowledge."

#### About A.R. Media

A.R. Media is a media holding company based in New York City. The venture was founded by James Altucher, who manages a fund of funds and is a long-time contributor to TheStreet.com and RealMoney, the Company's premier subscription site.

#### About TheStreet.com

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.

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