

## Press Release

### Briefing.com Launches All-New Briefing Investor Service

CHICAGO, May 26, 2011 – Briefing.com, the leading provider of live analysis of the U.S. financial markets, announced today that it has launched a completely redesigned free service – Briefing Investor.

In addition to a fresh, new look and feel, the site features a completely new content and URL structure, navigation system, premium content areas, and mobile device access.

The move is the first of a phased initiative that focuses on usability, search engine optimization, brand awareness, mobile accessibility and social media integration.

“We wanted to implement a site that was rich in content and easy to use while being search engine friendly and a true reflection of the Briefing.com brand,” says Cassandra Bayna, VP of Marketing. “We also understand that it’s important to use Briefing Investor as a platform for showcasing and promoting our premium services. Until now, this has never been fully realized.”

“We are excited to provide this free service that demonstrates our commitment to focusing on our readers’ needs and meeting their standards,” says President and CEO Penny Green. “We think this will be a win for our readers who will be able to enjoy a more engaging, user-friendly experience.”

Visit the all-new Briefing Investor site at [www.briefing.com/investor](http://www.briefing.com/investor).

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### About Briefing.com

Briefing.com provides independent, live market analysis of the U.S. and International equity markets. Individual investors, active traders and institutional professionals rely on the company’s timely and unbiased insight to make intelligent investment decisions. Briefing.com offers a full suite of services with varying levels of market coverage, analysis and customization. The company was founded in 1992 and is headquartered in Chicago with additional offices in Boston and the San Francisco Bay Area. [www.briefing.com](http://www.briefing.com)

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