

# Briefing.com

Live Market Analysis

**MEDIA KIT**

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## Corporate Fact Sheet

### Founded

In 1993 by Dick Green in Silicon Valley

### Corporate Headquarters

401 N. Michigan Avenue, Suite 2910  
Chicago, IL 60611

### Website

[www.briefing.com](http://www.briefing.com)

### Executive Officers

Founder & Chairman - Dick Green  
President & CEO - Penny Green

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Each trading day Briefing.com delivers live market analysis to nearly 1,000,000 visitors from over 20 different countries.

### Customer Profile

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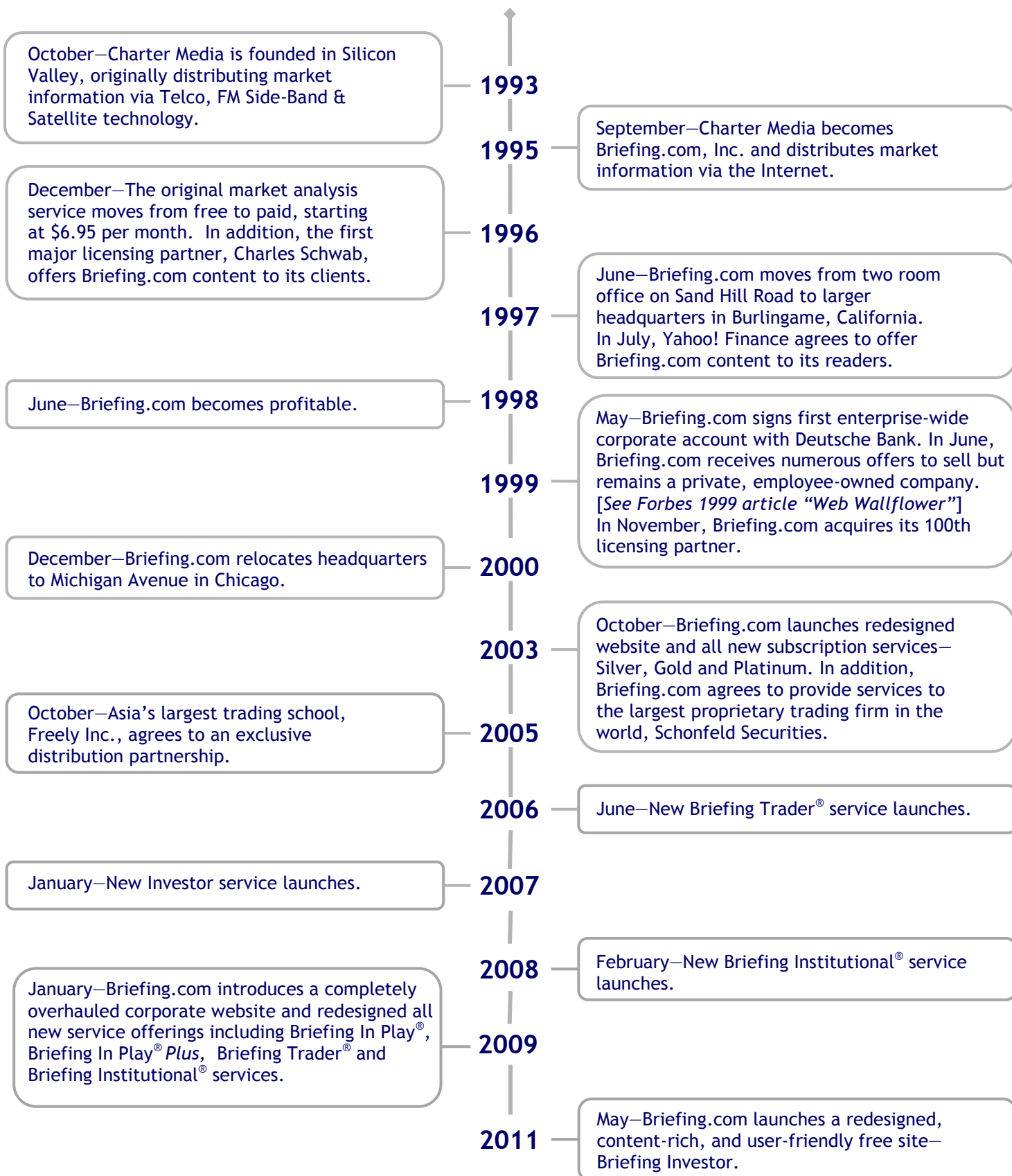
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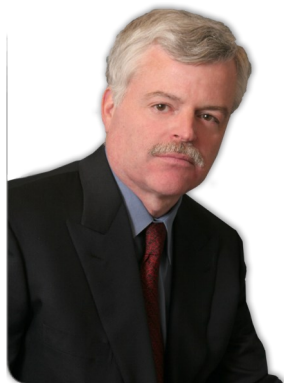
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## Company History Timeline



## Our Experts

Our carefully assembled and talented team of over 30 experts works for you every day to uncover actionable trading opportunities and provide you with intelligent insight on market events.



**Dick Green**  
Founder & Chairman

Dick Green has been a leader in market analysis for over 30 years. After graduating from Harvard in 1979, Dick became President of MMS International where for the next 13 years he grew the company to \$45 million in revenue with 160 employees in 23 offices worldwide. In 1993, Dick founded Briefing.com and has since grown the company to over 60 employees with offices in Chicago and the San Francisco Bay Area. In 2005, *Smart Money Magazine* named him a top market mover on its annual Power 30 list.



**Chris Borgmeyer, CFA**  
Director of Live Analysis



**Damon Southward**  
Chief Market Strategist



**Patrick J. O'Hare**  
Chief Market Analyst



**Jeff Rosen, Ph.D.**  
Chief Economist



**Robert V. Green**  
Senior Investment Strategist



**Jim Busch**  
Senior Managing Analyst



**Scott Smith, CMT**  
Senior Technical Analyst



**Robert Reid**  
Senior Equity Analyst



**Brett Manning**  
Senior Market Analyst

Smart Money Magazine

Briefing.com Chairman Dick Green is featured as the top Market Mover in the annual list of the 30 most influential people in the world of investing!

**SmartMoney**  
**POWER 30**

**Investors**  
**Thinkers**  
**Market Movers**  
**Policy Makers**  
**Financial Titans**  
**Players**

**The Greek philosopher** Heraclitus is known for his observation that one can never step in the same river twice, because the water flowing through it is always different. So, too, it is with power. The very essence of power in a democracy is that it is ever changing. ■ Our annual list of the 30 most influential people in the world of investing is no different. Citigroup's Sallie Krawcheck and Merrill Lynch's Stanley O'Neal thrive today only by exorcising the demons of '99. Google's Eric Schmidt imposes a structure on the Internet that makes its enormous flow of information ever more vast. *New York Times* columnist Thomas Friedman's eloquent chronicling of America's role in the global economy delivers a vision of the future to those who are changing the world today. ■ But no one personifies this metaphor better than Alan Greenspan. His 18-year tenure at the helm of the Federal Reserve Board was marked by an extraordinary flexibility and an ability to spot changes in our economy before anyone else did. To find out where the river will flow in 2006, please read on. ➔

By Nicole Bullock, Beverly Goodman, Matthew Heimer, Reshma Kapadia, Peter Keating, Eleanor Laise, Scott Patterson, Russell Pearlman, Eric J. Savitz, James B. Stewart, C.C. Sullivan, Will Swartz, Evelyn Ellison Twitchell, Rob Wherry

**The Market Movers**

**Dick Green**

President, Briefing.com  
WALL STREET INSIDERS are hooked on the lightning-fast news service and in-depth analysis provided by the 48-year-old Green's Chicago-based Web site. When an arm of Deutsche Bank canceled its subscription earlier this year, the protest from traders was so vehement that Deutsche resubscribed two months later. "Enough people screamed and yelled, so they put it back up again," says broker Greg Powell, adding that the site has "the fastest, most pertinent information on the market." Jerry McEwen, a trader at A.G. Edwards, calls it a "money-making tool... I've taken positions on stocks that turned up on CNBC five minutes later."



Dick Green

China became a huge investor in U.S. Treasury bonds, helping keep prices high and rates low. "The financial condition of the U.S. depends as much on Chinese portfolio decisions as anything else in the world," says NYU Stern School of Business economics professor Nouriel Roubini. After shrugging off foreign pressure to change its policy, China shifted its currency peg in July. But its growing trade surplus means it will remain a big spender at Treasury and a major influence on U.S. interest rates.

**Wen Jiabao**

Premier, People's Republic of China  
IF LOW INTEREST rates helped you to buy your dream house, you should invite Wen Jiabao for a dip in the pool. The 63-year-old guides China's economic policy, including the longstanding link between its currency and the dollar. In its quest to keep the yuan from rising against the buck,

**James Cramer**

Host, CNBC's *Mad Money*  
JIM CRAMER FREELY admits he's a freak. Financial advisers go a bit further, calling him a purveyor of "financial pornography," whose five-second stock analysis leads investors astray and makes him "a



**The Market Movers**

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