



Collective2.com Trading Volume Surges 1,000% to \$11.65 Billion Growth Reflects Recent Trend of Do-It-Yourself Internet Investing

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New York -- Aug. 4, 2009 -- In a sign of the continued flight of investors from high-priced money managers to do-it-yourself Internet investing, Collective2.com today announced that it facilitated a record \$3.6 billion in self-directed trades in June 2009, roughly a 10-fold increase from the year before.

For the first six months of this year, the nominal value of financial instruments traded through Collective2.com totaled \$11.65 billion. That compares with about \$1.1 billion in the similar 2008 period. Also during the period, registered users grew 25 percent to 32,000.

Collective2.com acts as an online repository for automated trading systems. The site allows any investor with an Internet connection to select from nearly 9,000 trading systems that have been developed by mathematicians and traders from around the world. Once an investor selects his systems, trades are automatically placed in the customer's regular brokerage account.

A trading system is a set of formulas and rules that generate buy and sell recommendations based on price, volume or other data. Collective2.com trading systems cover stocks, options, futures and foreign exchange.

"We're seeing more investors flee from so-called 'professional money managers' and decide they can do better, and pay less, while maintaining complete control over their brokerage accounts," said Matthew Klein, President of Collective2. "At Collective2, an investor

with only \$10,000 can have access to the same high-end automated trading strategies as a money manager running a \$100 million portfolio."

The Collective2 automated trading platform is completely transparent. Funds remain in the customer's brokerage account. The customer alone selects which trading strategies are automated in his account and can see, in real time, exactly which trades are being placed.

About Collective2

Based in suburban New York, Collective2 is privately held and self funded. It was founded in 2003. Collective2.com offers more trading systems, and facilitates more automated trades, than another other publicly accessible site on the Web. It allows users to create their own *de facto* hedge funds, while avoiding hedge fund fees and restrictions. Users assemble a customized set of trading systems, and apply them to a regular brokerage account. On the other side of the equation, Collective2 allows mathematicians and traders to offer their expertise to the public without working for large hedge funds or trading desks. For more information visit:

<http://preview.collective2.com/content/press.htm>