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SogoTrade Adds ETF Research Center to Advanced Trading Platform

New ETF center offers most advanced ETF research tools to any trader visiting SogoTrade.com

NEW YORK - June 17, 2008 – SogoTrade (www.sogotrade.com), the newly launched deep discount online brokerage, has added an Exchange Traded Fund (ETF) Research Center to its online trading platform. The advanced research tools will be available for free to both visitors and clients through SogoTrade.com.

With the ETF Center, SogoTrade's online trading platform now includes ETF screeners, research, comparisons, and trading in one integrated system, making ETF research and trading faster and easier. SogoTrade will execute ETF trades at its equity commission rate of \$1.50¹ or \$3.00 per trade.

"Rather than offer a generic ETF center we wanted to develop an ETF center that a trader would want with smart tools and simply organized information," said David D. Whitmore, president of SogoTrade. "That's how we've designed SogoTrade from the very first day, from the ground up by traders, for traders."

With these tools, users are able to screen hundreds of ETFs based on more than 60 search criteria, view detailed price and fundamental data reports and compare multiple funds side-by-side with analyst ratings. Users also can access exclusive SogoTrade tools such as the hypothetical ETF portfolio, which allows users to build custom portfolios and track theoretical historical performance.

"Although SogoTrade focuses on providing low cost trading, fast execution and award-winning technology, we haven't neglected premium research features," said Whitmore. "We've introduced the new ETF center in response to the growing interest in ETF trading by our customers and the investing community. The ETF center is just the first of many SogoTrade online features scheduled to launch in 2008."

SogoTrade ETF Center Features:

- Quick ETF Screener
- ETF Risk/Return Report
- ETF Snapshot Report
- ETF Hypothetical Portfolio
- ETF Portfolio Report
- ETF Comparison Tool

About SogoTrade

SogoTrade, the online retail brokerage division of Genesis Securities LLC, offers advanced online trading and research tools, fast trade executions, and superior customer service. With \$1.50 and \$3.00 online trade commissions and some of the lowest margin interest rates in the industry, SogoTrade empowers self-directed investors to participate in the financial markets with the best tools at the lowest cost.

SogoTrade, division of Genesis Securities LLC. Securities products and services are offered by Genesis Securities LLC., member FINRA/SIPC.

¹ \$1.50 online equity trade commissions available to SogoTrade Premium Plan subscribers with a monthly fee of \$10.00

You should consider the investment objectives, risks, charges and expenses of an exchange-traded fund carefully before investing. The fund's prospectus contains this and other important information. For a current prospectus, please contact the fund directly. Read the prospectus carefully before investing.

Exchange-traded funds [ETFs] are subject to risks similar to those of other diversified portfolios. Although ETFs are designed to provide investment results that generally correspond to the performance of their respective underlying indices, they may not be able to exactly replicate the performance of the indices because of expenses and other factors. Also, there are brokerage commissions associated with trading ETFs that may negate their low management fees. ETFs are required to distribute portfolio gains to shareholders at year end. These gains may be generated by portfolio rebalancing or the need to meet diversification requirements. ETF trading will also generate tax consequences.