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SogoTrade Launches Chinese Language Online Trading Platform

***SogoTrade Chinese features \$1.50 and \$3.00 online equity trades, ultra-low margin interest rates
and China focused research tools in Chinese***

NEW YORK--(BUSINESS WIRE)--SogoTrade (www.sogotrade.com/), the deep discount online brokerage, has launched SogoTrade Chinese, a new Chinese language edition of its award winning online trading platform. The new platform offers SogoTrade's low \$1.50 to \$3.00 online trade commissions and SmartMoney 4-star rated trading tools with additional research features specifically geared towards traders focused on the China region.

SogoTrade's Chinese platform features \$3.00 standard commissions for online stock and ETF trades and \$1.50 commissions for Premium Plan subscribers with a \$10.00 monthly fee. For traders who trade on margin, SogoTrade offers some of the lowest margin rates in the industry. SogoTrade requires a \$500 minimum deposit to open an account with no inactivity or maintenance fees. For a limited time, each new client will receive 100 free online equity trades for 30 days when opening a SogoTrade account.

With the growing number of Chinese companies going public in the U.S. and growing interest in U.S. equities from investors overseas, SogoTrade has made it a priority to develop a robust Chinese language trading platform to enhance the online experience of Chinese speaking domestic and international clients. In addition to the Chinese Web site and platform, SogoTrade offers dedicated Chinese language customer service in multiple dialects through telephone, email, message center and live chat.

"Chinese speaking traders and investors represent an important segment of SogoTrade's client base. We have prided ourselves on providing the highest level of Chinese language customer service over the phone, and we now complement that service with a trading platform, creating a complete Chinese language trading environment," says William Yeh, CEO of SogoTrade.

In addition to SogoTrade's advanced trading features, SogoTrade Chinese will also feature unique tools geared towards traders focused on the China region such as SogoTrade's forthcoming Chinese language stock research center. In addition to fundamentals, financials and research analysis on U.S. stocks and ETFs, SogoTrade Chinese will offer Chinese language news, technical indicators, fundamental data and research on China region American Depository Receipts (ADRs). It will also have a market opportunity screener, stock value analyzer, ADR financial reports and global financial calendars.

"We didn't want to create a trading platform that simply translated a few pages into Chinese or just mimicked an English site," says Yeh. "We wanted to create a platform where all the content, every Web page, would be accessible to Chinese readers and incorporate unique features that a trader like myself, interested in the China region, can benefit from."

About SogoTrade

SogoTrade (www.sogotrade.com) is the online retail brokerage division of Genesis Securities LLC. (www.gndt.com). SogoTrade offers advanced online trading through English and Chinese platforms, research tools, fast trade executions, and superior multilingual 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.

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