

# TraderPlanet.com To Hold Valentine's Day Stock-Picking Contest

***Winner to Receive Cash, Prizes; American Heart Association to Receive Donation***

**Tampa Bay, FL, February 2, 2009** -- TraderPlanet.com, the coolest social networking website for active traders and investors, today announced it will hold a contest in honor of Valentine's Day that encourages hopeless romantics to select the closing price of stocks associated with this holiday.

To be in the running for the ultimate Valentine's Day stock market competition, members must visit TraderPlanet.com by Friday, February 13, and guess the closing prices of the following stocks:

- ♥ Victoria's Secret (NYSE Symbol: LTD)
- ♥ Hershey's (NYSE Symbol: HSY)
- ♥ 1-800-FLOWERS.COM, Inc. (NYSE Symbol: FLWS)
- ♥ American Greetings (NYSE Symbol: AM)

The contestant who comes closest to guessing each of the four stocks' closing prices will not only receive winnings (valued at \$350) and accolades from TraderPlanet.com and the contest sponsors, but also a chance to dazzle their special Valentine with their deep understanding of the stock market.

And to show that TraderPlanet's heart is in the right place, TraderPlanet will also make a donation of \$100 to the American Heart Association on the winner's behalf.

"The American Heart Association is so grateful for the donation from TraderPlanet.com and looks forward to developing a long term relationship with the TraderPlanet.com community, said Lauren Gilbert, Heart Ball Director, Tampa Bay Chapter of the American Heart Association. We are proud that TraderPlanet.com supports the Heart Association's Mission: *Building healthier lives free of cardiovascular diseases and stroke.*"

"This is an opportunity for members to test their knowledge of the stock market and share a possible victory with a loved one, while supporting a charity," said Lane J. Mendelsohn, publisher of TraderPlanet.com. "As one of many contests in our annual series, it reflects the true spirit of TraderPlanet as a community for traders where members help each other improve their trading strategies while having fun."

If more than one person should choose the same winning price guess for each of the four stocks that is closest to the stocks' closing prices on February 13th, TraderPlanet.com will resolve the winner through a tie-breaker question for the applicable participants.

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## **About TraderPlanet.com**

TraderPlanet.com, a Tampa Bay, FL-based social networking site, provides individual traders of all skill levels a one-stop destination for financial information and trading tools. TraderPlanet.com is the only financial networking site of its kind that offers its members a full suite of market data feeds, advanced technical tools and extensive analyst commentary across asset classes, while enabling members to give back to the broader world community through gift giving to charitable causes. Designed to level the playing field between institutional and individual investors, TraderPlanet.com's fully interactive multimedia platform is designed to promote the free-flow exchange of ideas through questions, answers and comments geared towards improving trading strategies and investment performance.

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