



TheOptionsInsider.com

YOUR INSIDE SOURCE FOR OPTIONS INFORMATION

**FOR IMMEDIATE RELEASE:**

Media Contact:

Jean Crotty

Communications Director

773-935-7323, ext. 1

Jcrotty@TheOptionsInsider.com

**WWW.THEOPTIONSINSIDER.COM CELEBRATES FIRST ANNIVERSARY  
WITH RECORD GROWTH IN ONLINE TRAFFIC & LISTENING AUDIENCE**

***Premier online options destination dramatically outpaces overall industry growth. Credit & recession fears contribute to ten-fold increase in online traffic and radio audience.***

CHICAGO (January 24, 2008) - - [www.TheOptionsInsider.com](http://www.TheOptionsInsider.com) is pleased to celebrate its one-year anniversary by announcing record growth in both its online traffic and listening audience. The premier options destination experienced an astonishing ten-fold increase in online traffic in 2007. This growth rate dramatically outpaced the overall options industry growth rate of 41%.

The popular digital audio program **Options Insider Radio** also experienced a ten-fold increase in its listening audience in 2007. Long a favorite on Itunes, Options Insider Radio has consistently ranked as one of the top options programs in the country.

“2007 was a phenomenal year for [www.TheOptionsInsider.com](http://www.TheOptionsInsider.com). Credit and recession fears sparked a resurgence of interest in options last year. We’re thankful that so many visitors made [www.TheOptionsInsider.com](http://www.TheOptionsInsider.com) their destination of choice,” says company founder Mark S. Longo. “Along with the dramatic growth in our traffic, we also managed to build an impressive network of expert content contributors over the past year. The result is an options destination unlike any other. We are especially proud of the fact that all of our content is available to visitors at no charge. By removing the barriers to entry to the options market, we feel that we have contributed to the extraordinary growth of this marketplace.”



[www.TheOptionsInsider.com](http://www.TheOptionsInsider.com) provides retail and institutional options users with a unique insight into the world of options. This premier online options destination features:

- The Latest Headlines & Breaking News from the Options Market.
- Expert Content On A Wide Variety of Options Topics Including: Volatility Trading, Unusual Options Activity, Backdating, Penny Pricing, Basic & Advanced Trading Strategies, Exchange Competition and much more.
- A Discussion Center Where Options Traders Can Share Their Questions, Comments & Insight.
- Detailed Educational Information For Options Traders of All Levels.
- **Options Insider Radio** – This popular options program offers interviews with market leaders and expert analysis of hot options topics. Listeners can even submit their own options questions for the experts.

For additional information, please visit [www.TheOptionsInsider.com](http://www.TheOptionsInsider.com).

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