

RobotDough.com Announces First Annual Student Financial Writing Competition

LOS ANGELES, Calif., Nov. 1, 2011 (SEND2PRESS NEWSWIRE) – RobotDough Software Corporation has issued a call for entries in a writing competition for finance students. The competition, initiating an annual series, requires use of RobotDough's online equity research platform to deliver 500-word articles on the world's equity markets. A panel of expert judges will select five winners, each of whom will receive cash prizes and continuing blogger or analyst positions with RobotDough.com.

The top winner will receive \$1,000, and the opportunity for a paid contract writing position, with byline, with InvestorPlace.com, a fast-growing financial website. Finalists will also have the opportunity to contribute to "The RobotDough Guide to Quantitative Investing," a book, to be published in 2012.

The articles will be judged on writing ability, accuracy and insight. Judging the competition are RobotDough founder Wilton Risenhoover, UCLA finance professor Jason Hsu, InvestorPlace.com editor Jeff Reeves, and other judges to be announced. Media partners include InvestorPlace.com.

"We are excited to launch a competition that will help finance students around the world hone their financial research and analytical skills while providing some financial support during these tough times," said CEO and Co-Founder Wilton Risenhoover. "In addition, by providing a platform for young new writers and analysts to develop an audience, we hope to help identify and cultivate the rising financial stars of tomorrow."

The articles will cover five categories including: 1) New Trading Ideas (long, short), 2) International Focus, 3) Strategy Development (with Backtesting), 4) Industry Focus, and 5) Country Focus. An additional Users' Choice Award will be given to the most popular writer chosen by registered users of RobotDough.

The competition, beginning November 1, 2011 and concluding March 1, 2012 is limited to enrolled students of recognized colleges and universities, as well as alumni within one year of graduation. Entrants must register as a blogger on the RobotDough Blog (<http://blog.robotdough.com>) and submit their entries as blog posts. All entries must follow posted editorial guidelines and are subject to editorial review before being published. In addition to the top prize of \$1000, \$500 will be awarded to two second-place essayists, and \$250 awarded to two third place essay writers. Winners will be announced March 31, 2012.

About RobotDough Software Corporation:

Founded in 2009, RobotDough® is a set of online software tools for stock market investors, delivering detailed financial information and analysis on a global scale. Debuting at Finovate Spring in San Francisco and featured at

Finovate Fall in New York, RobotDough (www.RobotDough.com) delivers coverage of over 45,000 companies on nearly every major market, with a financial database covering 99 percent of the world market capitalization. RobotDough's unique automated tools keep investors informed and engaged 24/7 with advanced analysis tools that leverage the best aspects of top-of-the-line research platforms, helping investors save time and reduce risk.

About InvestorPlace:

InvestorPlace.com is a leading financial news and investing site, providing millions of individual investors with access to free stock picks, mutual fund research, market news, and sharp, actionable commentary. InvestorPlace is dedicated to helping regular folks beat the market and retire in style, whether they have \$1,000 or \$1 million.

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