

SmartStops.net Teams with TradeKing to Facilitate Risk Management

SAN FRANCISCO, Calif., July 11, 2012 (SEND2PRESS NEWSWIRE) – SmartStops.net, an online service that helps investors of all levels manage investment risk, announced today that the SmartStops BrokerLink service is now available for clients of online broker-dealer, [TradeKing](#).

The SmartStops BrokerLink service makes it easier for investors to monitor the risk states of equities held in their brokerage accounts, as well as facilitate the placement and management of protective stop loss orders. Using the TradeKing Applications Programming Interface (API), SmartStops.net has made BrokerLink available for TradeKing clients. Now, with a click of the mouse, TradeKing clients can synchronize their SmartStops.net portfolio with their TradeKing brokerage account positions. The SmartStops BrokerLink service also provides a simple protective order management screen that makes it easy to update multiple protective orders at the client's brokerage account at one time.

"At SmartStops, our goal is to help investors of all levels recognize when their risk exposure changes and facilitate timely action with the aim of protecting assets and improving returns," said Chris Conway, Director of Product Management, SmartStops. "TradeKing's open, advanced API made it possible for us to offer the SmartStops BrokerLink service to their client base of active, self-directed investors."

Kevin Delo, Senior Vice President of Product Management at TradeKing noted, "In today's volatile market, it is more important than ever to manage risk exposure. We are pleased to be working with SmartStops to bring this innovative approach of risk management to our clients."

TradeKing clients who wish to take advantage of the SmartStops service to monitor their portfolios for changes in risk exposure can create a SmartStops account by visiting the SmartStops.net TradeKing Special Offer Page: <http://www.smartstops.net/PublicPages/Offers/TradeKingB.aspx> .

About SmartStops:

SmartStops.net provides a simple to use solution helping investors of all levels manage investment risk. SmartStop risk alert prices are calculated and published each market day for stocks and ETFs. If your equity falls and triggers its SmartStop, consider taking protective action. It's that easy. For more information visit www.smartstops.net or email SmartStops at info@SmartStops.net.

About TradeKing:

TradeKing (<http://www.tradeking.com>) is a nationally licensed online stock and options broker offering simple, low cost online trading fees (\$4.95 per trade plus \$.65 per option contract) (*see note 2). A pioneer in integrating new financial social media as part of its innovative online equities, options

trading and fixed-income trading platform, TradeKing has received multiple discount broker awards from top industry sources and was rated best in customer service by SmartMoney (*See note 2) Magazine, ahead of OptionsXpress, Scottrade, Fidelity, and TD Ameritrade (June 2012 SmartMoney Broker Survey).

Follow TradeKing on Twitter at <http://twitter.com/TradeKing> .

Facebook at <http://www.facebook.com/tradeking> .

YouTube at <http://www.youtube.com/tradeking> .

LinkedIn at <http://www.linkedin.com/company/tradeking> .

Options involve risk and are not suitable for all investors. For more information, please review the [Characteristics and Risks of Standard Options](#) brochure before you begin trading options. Options investors may lose the entire amount of their investment in a relatively short period of time.

TradeKing provides self-directed investors with discount brokerage services, and does not make recommendations or offer investment, financial, legal or tax advice. The content of this press release is provided for educational and informational purposes only, does not constitute a recommendation to enter in any of the securities transactions or to engage in any of the investment strategies presented herein, and does not represent the opinions of TradeKing or its employees.

Advanced orders are placed at TradeKing on a Not Held basis. When the conditions are met they are automatically released to the market as open orders. Certain advanced orders may not be eligible for execution when the condition is met (for example: you do not have enough buying power in your account). You solely are responsible for managing your orders to avoid errors, and the costs associated with the resolution. An advanced order can be held indefinitely until you decide to cancel it. Please note that advanced orders are particularly exposed to the risks derived from system malfunction and disruptions. Read a more descriptive disclosure about Advanced Orders <http://content.tradeking.com/wiki/display/tkservice/Advanced+Orders> .

Online trading has inherent risks due to system response and access times that vary due to market conditions, system performance and other factors. An investor should understand these and additional risks before trading.

Member [FINRA/SIPC](#).

***NOTES/REFERENCES:**

(1) TradeKing was ranked #1 in Customer Service in the SmartMoney June 2012 Broker Survey based on the following categories: Commissions and Fees, Mutual Funds & Investment Products, Banking Services, Trading Tools, Research, and Customer Service. SmartMoney is a registered trademark of SmartMoney, a joint publishing venture between Dow Jones & Company, Inc. and Hearst Partnership. Supporting documentation for any claims, comparison, statistics, or other technical data, will be supplied upon request by calling 877-495-5464 or via email at service@tradeking.com.

(2) \$4.95 for equity and option trades, add 65 cents per option contract. TradeKing charges an additional \$0.35 per contract on certain index products where the exchange charges fees. TradeKing adds \$0.01 per share on the entire order for stocks priced less than \$2.00. See our Commissions + Fees page at www.tradeking.com/rates for details on commissions on low-priced stocks, option spreads, and other securities.

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