



Doubledown Media, LLC and World Research Group Form Strategic Partnership
Will Develop and Market Trading and Capital Markets Conferences

New York, NY July 29th, 2007 -- Doubledown Media, publishers of Trader Monthly and Dealmaker have announced a partnership with World Research Group in developing a series of trading and capital markets conferences.

“We have seen the need for a focused conference program designed to deliver tangible solutions to our target audiences” said Randall Lane, President and Editor-in-Chief, Doubledown Media. “Although there are a great many conferences out there, only a few actually meet the needs of our discriminating readers.”

“We were impressed with WRG’s roster of events, which deliver the most buy-side representation and are acknowledged to be the most solution-oriented” added Rachel Pine, Senior Vice President of Branding & Partnerships for Doubledown.

“The opportunity to partner with Doubledown and its fast growing titles like Trader Monthly and Dealmaker were a perfect fit with the growth objectives of the WRG Finance Conference Group. We are excited by the potential to work with DDM to enhance the premium positioning of our events.” said Dharshan Wanasundera, CEO, World Research Group.

The first joint conference of this partnership is “AlgoTrading 2007”, a large industry symposium on algorithmic trading, to be held October 23-24 at Bridgewater, in New York City. See www.worldrg.com for details.

For questions:

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