



## **TradePortal Launches Branding Initiative with Sponsorship of NASCAR**

*Speed, performance and control top list of shared values for trading software company and race car team.*

Irvine, Calif. ([PRWEB](#)) July 22, 2005 - As the landscape for trading strategies continues to evolve at an accelerated pace, TradePortal, a leading direct market access software innovator for retail and institutional markets, today kicked-off a branding campaign designed to capture mindshare and establish awareness for their software technology. The cornerstone of this campaign is TradePortal's sponsorship of NASCAR driver Chris Cook of Christine Marie Motorsports during the race weekend of August 12-14 in Watkins Glen, New York.

The branding initiative is a precursor to TradePortal's new product roll-out for its MarketMatrix software which is targeted to market making companies. MarketMatrix completes the company's software suite which offers the financial services industry the first integrated trading platform for retail, hedge funds and Market Makers.

TradePortal CEO, David Smithey commented, "While some may view financial services software and racing cars as unlikely marketing partners, the corollaries of what makes each a success are strikingly the same. Speed, performance, reliability, control and team are five essentials for success in both racing and trading transactions." Smithey continued, pointing to the dramatic and rapid shifts occurring in securities trading that require technology for control and performance and that "nothing can drive home this message better than what happens at a NASCAR race."

Over recent years NASCAR has been embraced by corporate America as an ideal marketing event that is noted as having broad appeal with some reports citing that one in three US consumers is a NASCAR fan. With 1,800 racing events in 36 states at more than 110 tracks, NASCAR ranks number one among professional sports in corporate involvement and per-event attendance.

Chris Cook will compete in both the Busch Series and NEXTEL Cup races at Watkins Glen, marking his third and fourth NASCAR events of 2005. Cook previously drove in the Busch Series Mexico 200 in March and the Dodge/Save Mart 350 in June, his debut race in the NEXTEL Cup Series. Cook is a former road race instructor who has worked with NASCAR drivers Tony Stewart, Dave Blaney and Tim Fedewa, among others.

Chris Cook and TradePortal share the status of up and comers, both committed to success. Smithey says "We both have a strong history of investing in our vision and we are both ready to take the market and the road by storm."

Cook said, "I can't wait to drive the TradePortal Chevrolet and build on the momentum we've established so far in 2005. TradePortal is an exciting, visionary company that I look forward to representing in both races at Watkins Glen."

According to Chris Evans, owner of Christine Marie Motorsports, the race team behind Chris Cook, "TradePortal is an innovative company that will bring a powerful synergy to our race team. We look forward to a long-term, successful relationship with TradePortal."



The TradePortal NASCAR will make its first start the weekend of August 12-14 in Watkins Glen, New York. Cook will drive the TradePortal Chevrolet in the Busch Series's Zippo 200 on August 13 and the NEXTEL Cup Sirius Satellite Radio at the Glen on August 14.

Editors Note: Photo available upon request

#### About TradePortal

Since 1998, TradePortal has been providing Direct Market Access (DMA) software to the financial services industry. Headquartered in Irvine, California, TradePortal is an equity partner of Thomson Financial, an operating unit of The Thomson Corporation (NYSE: TOC, TSX: TOC), and Tibco Software (Nasdaq: TIBX). TradePortal licenses its software to leading financial institutions including Merrill Lynch, National Financial/Fidelity, Computer Clearing Services, Pacific Growth Equities, and the Takada Trading Group, Inc.

For more information, visit the company's web site at [www.tradeportal.com](http://www.tradeportal.com).

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