```matlab
function [exchangeMatrix] = createExchange_03(...
                            timeStamp)

    % Create theoretical stocks.

    % This will create a list of
    % theoretical stocks with information
    % about their behavior.

    % Create theoretical stocks and add data
    % to their structures.  Create a
    % "stockExchange" matrix to store a list
    % of all the stocks theoretically available
    % for purchase.  Each stock in the exchange
    % will have

    % For this version of the function,
    % pull initial data directly from
    % Yahoo! Finance historical data.

    stockSymbol = 'GIS';
    filename = sprintf('./Historical_Stock_Data/%s.csv',...
                    stockSymbol);
    dataAll = csvread(filename);
    dataClose = dataAll(:,4);
    startPrice = dataClose(1);

    % Create exchange matrix.
    exchangeMatrix(1) = createStock(...
        'General_Mills',...
        'GIS',...
        'NYSE',...
        startPrice,...
        timeStamp(1),...
        timeStamp(2),...
        timeStamp(3),...
        -1,...
        -1,...
        startPrice,...
        -1);

    return;

end
```