



Minyanville™

BUZZ & BANTER

BUZZ & BANTER

Cut through the noise and make more winning trades.

Minyanville's Buzz & Banter will give you better and more effective ideas for managing your or your clients' money. Buzz & Banter delivers real-time analysis and market commentary right to your desktop. Select features include:

1

Actionable trading ideas.

All 30 of our contributors—including famed former hedge fund trader Todd Harrison, technical analysis guru Jeff Cooper, and leading investment strategist Michael Gayed—are professionals with real money on the line. These experts provide commentary on all sectors of the market. The result: conflict-free trading ideas and unparalleled market insight all day, every day.

2

Direct access to our trading professionals.

Have a question about something going on in the market? You can contact us directly about anything and we'll immediately put our team to work for you to find the answer.

3

Ease of use.

We realize you're busy, and that good information is only as useful to you as it is accessible. That's why we made Buzz & Banter an easy-to-use desktop application that updates in real-time throughout the trading day.

To learn how Buzz & Banter can benefit you:

Email: support@minyanville.com

Call: [212] 209-3855 EXT 1042

Visit: www.minyanville.com/buzzandbanter

The Buzz & Banter Pros



BUZZ & BANTER

What is it, and how does it work?

Buzz & Banter is a dynamic tool that provides streaming market commentary and analysis from our team of 30+ traders, analysts and money managers, throughout the trading day.

Log in, and the Buzz & Banter window lives on your desktop, alerting you whenever there is a new post. It's that simple.

Because Buzz & Banter is entirely web-based, you can access it from any desktop – in the office, at home, or on your laptop. You can filter posts by your favorite professor, search past posts by date, keyword or author, get quotes, and print and bookmark posts.

Best of all, the Buzz & Banter professors are on call to answer any questions you have about the market. That's years of Wall Street trading experience and knowledge right at your fingertips.

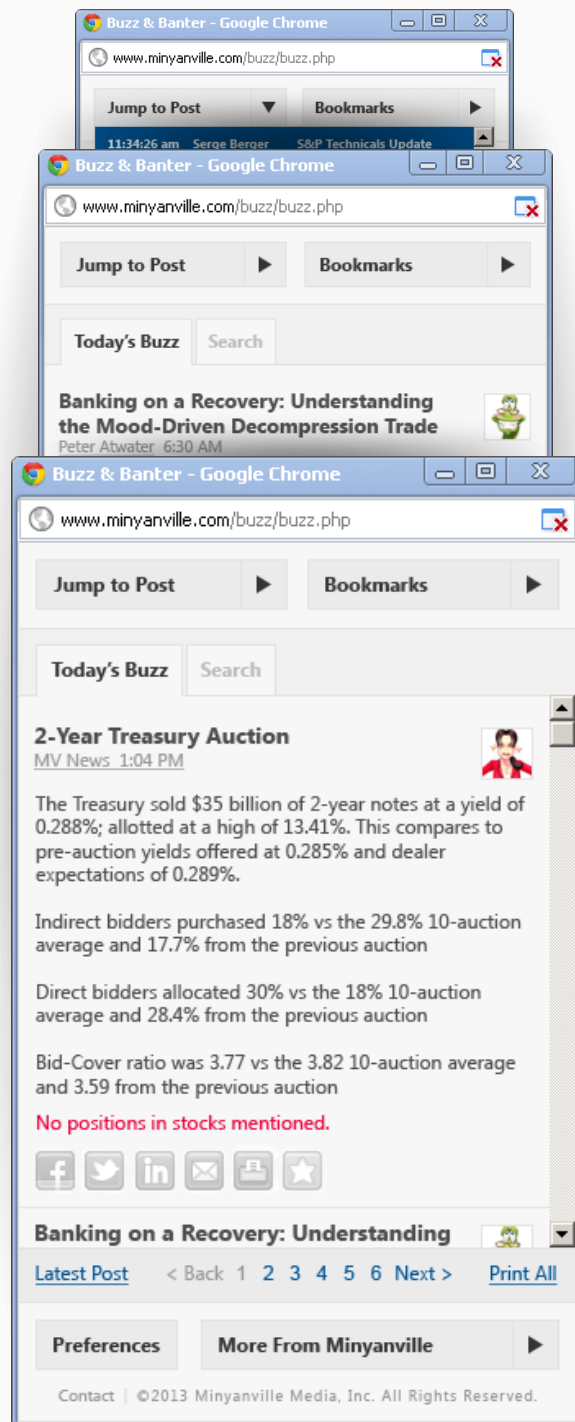
It's the news, ideas and insight you need to know, before you know you need it.

FINRA Compliance

All Buzz & Banter content is archived in a FINRA and SEC compliant manner.

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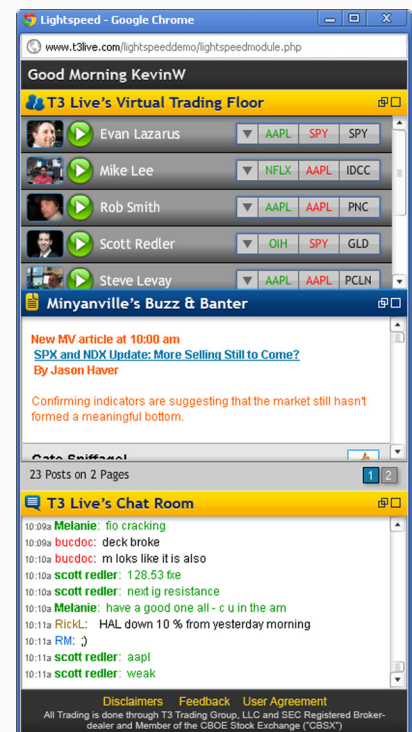
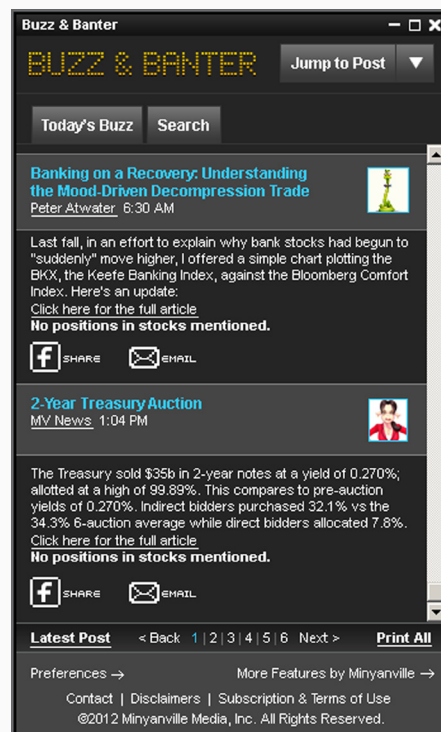
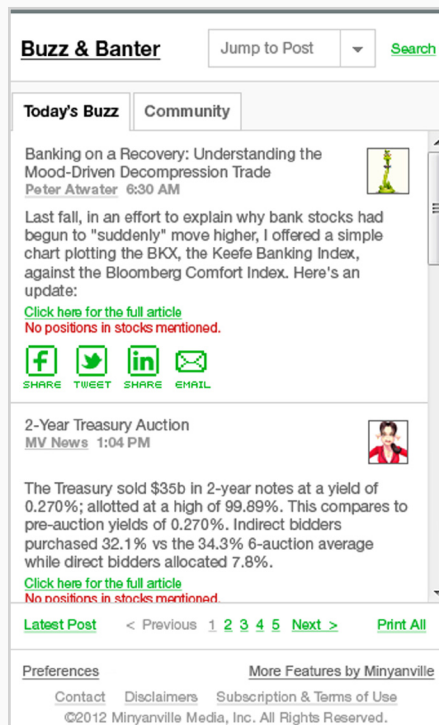
Customization Options

Buzz & Banter is completely customizable to fit your business needs. It serves as a fully archived intranet or a customer-facing communication tool with clients. There is zero integration; all your clients have to do is log in to access the content. And the content they see is completely up to you!

If your firm would like to license Buzz & Banter, the following features are available:

- Ability to permission who creates the content, and who reads it. This includes editorial and compliance.
- Personalized Buzz & Banter skin, with your company logo and branding.
- Watermarks to distinguish your content from Minyanville's base-line smart market commentary.

Current Buzz & Banter Licensees:



Subscriber Testimonials

"You can't read Buzz and Banter each day without learning at least two or three new things about how markets work and what the trading cycle is saying. I check it out every day."

—*Dave Callaway, Editor in Chief, Dow Jones MarketWatch*

"A unique stream of real-time market intelligence, from quick takes on the latest ticks to illuminating discussions of crucial, big-picture economic issues."

—*Michael Santoli, Senior Editor, Barron's*

"Before I get into a couple questions I have, I wanted to say thank you to the entire Minyanville community. The community allows me to provide better advice to my clients. Because of Minyanville, my clients survived the 2008/2009 meltdown (plus or minus 5% over that time). BTW, love the balance of views as well."

—*Brian Benner, Senior VP, Morgan Stanley Smith Barney*

"I've been a Buzz subscriber for about a year now, and my trading skills have greatly improved, along with my P&L! Thanks for providing the best product on the Web today."

—*Mark Maldonado*

"I know it sounds corny, but Minyanville's Buzz & Banter paid 6-7 times over my subscription this week alone with real-time help & guidance."

—*Alex Salomon*

"Minyanville brings my attention to things that I should be paying attention to; it has a way of screening out all the noise."

—*Jeffery Saut, Chief Strategist, Raymond James*

"Todd Harrison's trading commentary is top notch – he distills what are often arcane market concepts down to layman's terms – and in an entertaining fashion."

—*Steve Galbraith - Maverick Capital; Former U.S. Chief Strategist, Morgan Stanley*

"Thank you for continuing to be one of the most helpful authors on B&B. When I first began to read your posts I was skeptical of the number chart references. Now, more than a year later, I am convinced that you have insights that aren't always apparent to other chart watchers ... especially me. So, thanks again. I need all the help I can get as a relative newbie in a difficult market, and I ALWAYS pay close attention to what you write."

—*Gary Williams, in an email to Jeff Cooper*

"The Buzz prevents me from shooting from the hip too often."

—*Minyan Chris*



TODD HARRISON

Todd Harrison, founder and CEO of Minyanville Media, Inc., has 21 years of experience on Wall Street. He spent 7 years on the worldwide equity derivative desk at Morgan Stanley as Vice President, was Managing Director of Derivatives at The Galleon Group, and was President of the \$400 million hedge fund Cramer Berkowitz. He has appeared on FOX, CNBC, CNN, and Bloomberg TV, and in *The Wall Street Journal*, *BusinessWeek*, *The New York Times*, *Worth*, *Fortune*, *Barron's*, *Dow Jones MarketWatch*, *New York Magazine*, and *Canada's National Post*.

Todd has lectured at numerous academic institutions including Harvard University, Syracuse University, New York University, and The Wharton School at the University of Pennsylvania. He has also been active in research of financial market learning tendencies among college students, and was a contributing author to "Threat, Intimidation, and Student Financial Market Knowledge: An Empirical Study," published in the *Journal of Education for Business*. Todd was featured in the 20th anniversary documentary of Oliver Stone's movie *Wall Street* and in 2008, he received an Emmy Award from The National Academy of Television Arts & Sciences for his role as Executive Producer of Minyanville's *World in Review*, the first and only animated business news show.

His first book, *The Other Side of Wall Street: In Business, It Pays to Be an Animal; In Life it Pays to Be Yourself*, was published by FT Press in 2011.



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