



**GAINSKEEPER**  
*Keep your gains. Minimize your losses. Preserve your sanity.*

## **FOR IMMEDIATE RELEASE**

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## **GAINSKEEPER, INC. INTRODUCES THE FIRST INTERNET-BASED “SMART” PORTFOLIO TRACKER FOR INVESTORS**

**Eases Record-Keeping, Allows For More Profitable Trading Decisions and  
Dramatically Increases Sophistication of Personal Investment Tracking/Management**

**BOSTON, MA, December 3, 1999** – GainsKeeper, Inc., a company developing sophisticated portfolio management tools and services on the Internet, today announced it has completed the development of its flagship product, GainsTracker. GainsTracker is the first automated solution for adjusting the cost bases of investments. The company provides solutions for individuals, tax and money professionals, and financial service entities.

Unlike current portfolio trackers, GainsTracker proactively monitors users' holdings and adjusts tax bases for complex activities like corporate actions and wash sales. GainsTracker also continues to track subscribers' holdings *after* they have been sold, allowing the tool to accurately calculate and characterize capital gains and losses for each subscriber. The reporting feature allows investors to easily complete their estimated tax payments and Schedule D of their federal tax returns

GainsTracker relieves customers of cumbersome tax basis adjustments and capital gains calculations. It empowers investors to always know their tax situation, enabling tax-smart trading decisions. Using GainsTracker, investors can aggregate multiple accounts for proper tax treatment and planning.

**-more-**

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“GainsKeeper offers individual investors institutional quality portfolio accounting services that currently only high net worth investors are privy to,” said GainsKeeper CEO Duncan Routh. “Online brokers have empowered individuals with low commissions and fast trade execution. We empower investors by giving them the information they need to make smarter investing decisions. GainsKeeper takes care of the administrative hassles so investors have more time to enjoy what's most important in their lives.”

GainsKeeper's service is supported by a team of internal securities and taxation specialists. This expertise is combined with Internet technology, proprietary software and algorithms specific to each corporate action to offer the first HTML-based portfolio accounting service.

“There are over 25 million portfolios being monitored over the Internet using existing portfolio trackers,” said GainsKeeper President, Chad Cook. “Today's portfolio trackers and software can not make the complicated tax basis adjustments investors need. GainsTracker is designed to relieve investors of arcane accounting tasks, saving them time, expensive accounting bills and potential capital gains mistakes.”

The service will be licensed to Web sites, portals, and ISPs, and available to individuals directly from GainsKeeper.com. GainsKeeper's services will be available to the public beginning January 1, 2000. Pre-registration is currently underway at [www.GainsKeeper.com](http://www.GainsKeeper.com).

### **About GainsKeeper, Inc.**

GainsKeeper, Inc. is committed to providing the next generation of tools and services for investors. Founded in 1998, it is a privately held company based in Boston. Additional information is available by sending e-mail to [marketing@GainsKeeper.com](mailto:marketing@GainsKeeper.com) or by calling 617-472-3314.

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