

Broker's Fast Systems and News Desk Compete for Shorts in Embattled Stock Before Halt

Hold Brothers On-Line Investment Services LLC

JERSEY CITY, N.J., March 9 /PRNewswire/ -- Hold Brothers executed a large short position in Martha Stewart Living Omnimedia Inc. (MSO) seconds before it closed, executing for its customer and proprietary traders 63,800 short sell shares at prices greater than \$16 between 15:00:20 and 15:01:46, seconds before the halt. The stock closed that day at \$10.86/share.

Trading firm Hold Brothers On-Line Investment Services LLC, "Hold Brothers," specializes in "News Strike" trading and creating high speed trading software. Hold Brothers' (internet: holdbrothers.com) news department incorporated News Strike which involved reviewing major news sources, some conflicting, in the Martha Stewart verdict and

instantly barking out its interpretation over the company's public address system to offices and traders.

"News Strike" is an esoteric news analysis concept involving a human filtering through instant news feeds and disseminating orally, with abrupt analysis, only that information thought to move stocks -- it was invented and implemented by Hold Brothers in 1995.

Hold Brothers' proprietary trading software, Graybox, specializes in high availability, high speed market liquidity access. Graybox has various smart keys that specialize in grabbing market liquidity. Keys range from the precise scalpel like "Dynamic Smart Order" which hunts for the best prices while constantly refreshing its view of the market, to the aggressive machete like "Blast" which takes as much liquidity as fast as possible with little regard for price differences between liquidity levels.

Graybox maintains its own direct connections to all of the major ECNs and liquidity sources in order to compile its own ECN "books" to see the most complete picture of the market as possible and to cut out hops between data

vendors in order to avoid latency.

Hold Brothers, New Jersey's largest daytrading firm, has been a leader in electronic trading since 1994, and ranked #152 and #150 in the Inc. 500 list of fastest growing companies in 2000 and 2001 respectively.

NASDAQ daytrading took a hit in the early part of this decade but Hold Brothers retooled itself from trading mostly NASDAQ stocks to primarily NYSE issues. Hold Brothers experienced sharp growth in traders and revenue last year -- 4th quarter 2003 revenues were \$ 5,718,970 compared with \$ 3,713,584 for the 4th quarter of 2002.

People interested in licensing News Strike or trading with Hold Brothers can call 1-201-499-8700 ext. 8848 or email: contact@holdbrothers.com .

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