

## COMPANY PROFILE

TradeStation Group, Inc. (NASDAQ GS: TRAD), a Florida corporation formed in 2000, is the successor company to a publicly-held trading software company that was formed in 1982. TradeStation Securities, Inc., an online broker-dealer and futures commission merchant, TradeStation Technologies, Inc., a trading technology company, and TradeStation Europe Limited, an FSA-authorized UK introducing broker, are TradeStation Group's three operating subsidiaries. The company's core product/service, which is offered by TradeStation Securities, is TradeStation, an award-winning electronic trading platform that enables traders to test and automate "rule-based" trading strategies (both technical and fundamental) across multiple asset classes, namely, equities, equity and index options, futures and foreign currencies (forex).

TradeStation Securities is a leading online brokerage firm that serves the active trader and certain institutional trader markets, and is the company's principal operating subsidiary. TradeStation Securities is a member of NYSE, FINRA, SIPC, NFA, DTCC, and OCC. TradeStation Securities self-clears most of its equities and equity and index options business, uses an established futures clearing firm to clear its futures business on an omnibus basis, and currently uses an established forex dealer firm to clear its forex business (however, the company is in the process of setting up a new subsidiary to be a forex dealer by year end).

The TradeStation electronic trading platform seamlessly integrates powerful strategy trading software tools, historical and streaming real-time market data, and electronic order-routing and execution. The TradeStation platform's electronic order-routing of trades means, with respect to equities, equity and index options, futures and forex transactions, direct Internet connections to electronic marketplaces. In addition to strategy trading tools, real-time market data and order placement and routing, the TradeStation electronic trading platform offers powerful automated and manual advanced order placement functions and capabilities, and numerous advanced charting and analytics features.

In the *Technical Analysis of Stocks & Commodities* magazine Readers' Choice Awards published in February 2010, TradeStation was named, for the sixth consecutive year, best Futures Trading System, best Options Trading System and best Stock Trading System. TradeStation was also named in *Technical Analysis of Stocks & Commodities* magazine, for the seventh year in a row, best Online Analytical Platform, and for the eighth year in a row, best Institutional Platform and best Professional Platform.