

Kershner Trading Group Lays Foundation for Growth, Adopts New Name

Proprietary Trading Firm Plans to Expand Its Austin Business by Adding New and Experienced Traders

March 30, 2006, AUSTIN, TX – Kershner Trading Group, a leading proprietary trading and technology firm, announced today a strategic plan to grow its current stable of proprietary traders to more than 100 professional traders by the end of the year.

A proprietary trading firm is an entity that provides capital and infrastructure to in-house traders, who actively trade the financial markets on behalf of the firm. The traders share the profits arising from their trading activity with the firm.

Kershner, which also announced a name change from Zone Trading to Kershner Trading (www.KershnerTrading.com), already has more than 80 professional traders, who share a trading floor at its offices set in the west hills of Austin.

“We plan to grow our business in three areas,” said founder and CEO Andy Kershner, who has more than a decade of experience in the active trading industry. “First, we would like to increase the number of new traders, or recent college graduates, who believe they have what it takes to, in essence, create their own trading business within the confines of Kershner Trading.”

“Second, we want to attract additional experienced traders, who recognize our commitment to creating the best trading platform in the business as well as the benefits of a collaborative environment.”

“Third, and most importantly, we want to continually increase the percentage of high-performing traders from our current traders in our business. With the foundation we have laid, both through our technology and the environment, our goals are well within reach.”

The technology that Kershner speaks of was born at the height of the active trading industry in 1998 when Kershner Trading was operating under the name ProTrader. The technology, in the form of a trading platform, quickly became the envy of the active trading business. In 2001, Instinet purchased ProTrader’s retail trading business and the platform for \$150 million. In October of 2004, Kershner, who had maintained a proprietary trading business under the name Zone Trading, bought the technology back from Instinet as well as acquired their technology division consisting of product management, engineering, business analyst and product management.

Since then, Kershner has made technology a priority, improving the trading platform with input from traders and more than two dozen developers.

“What we have done is customize the platform for very active, short-term trading,” said Kershner. “It is a much more reliable platform. At the same time, we can make timely adjustments based on the input of our traders. But what really separates our platform from others is the ability to automate trading strategies, so that everyone on the floor can leverage their trading ideas.”

About Kershner Trading Group

Kershner Trading Group is a proprietary trading business where professional short-term traders can experience unlimited income potential. Kershner Trading provides full service, support and capital to our traders including state-of-the-art proprietary technology applications with direct market access to US markets. Our internally produced software is trader driven, extremely customizable by the trader, and provides some of the fastest quotes and executions available. Kershner empowers traders to automate any or all parts of their trading process. We place a key emphasis on creating autotrading capabilities.

Since 1993, Kershner Trading Group has been built on the idea of shared success. Fueled by the combined efforts and teamwork of traders, technologists and support specialists, Kershner believes in rapidly converting innovative ideas into reality. Driven by a passion for the trading business, Kershner remains today at the forefront of proprietary trading. Kershner Trading Group is headquartered in Austin, Texas with an office in Chicago and is a member of the NASD/SIPC. For more information, please go to www.KershnerTrading.com.

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