



For immediate release

Questrade rolls out social media tools to empower self-directed traders

Toronto, ON (May 28, 2009) – In conjunction with an active presence on Twitter and Youtube, Questrade today built on its social media strategy by launching two new applications on its Facebook page. The Investment Quiz helps users find out their level of trading knowledge and challenge their friends; the Top 10 Sources invites users to recommend their favorite online investing sites. Later this month, Questrade will launch a Top 3 Buy/Sells, a daily list of the most popular stocks to buy and sell on the TSX and S&P 500.

“Social media for investors is empowering,” says Jeff Beck, Chief Marketing Officer of Questrade. “It removes the traditional barriers to real-time info put up by banks and financial advisors. It allows people to research, compare, discuss and share ideas about trading and investing. The result: the continued democratization of financial services as Canadians take back control of their portfolios.”

The Top 10 Sources is user-generated content. Individuals rank their three favorite sources of investor information, and their recommendations are counted towards the overall top 10 rankings. The Top 3 Buy/Sells is updated daily, and allows users to rank up to three buys and sells. As with the Top 10 Sources, individuals are restricted to a single vote and each buy / sell suggestion is counted toward the overall community recommendation. The Investment Quiz is an introductory app that evaluates investor understanding of trading and allows users to challenge their friends. All applications are available under the Apps tab in Questrade’s Facebook site.

“Social media is fast. With almost instantaneous commentary on the markets from the community at large, social media represents the next generation of research tools,” says Beck. “As with all research, it’s important for investors to do their own due diligence before making a decision to buy or sell. That’s the individual part. But people are part of a trading community, a shared resource. Questrade is facilitating this community with these new apps.”

Questrade is available on Facebook at www.facebook.com/pages/Questrade-Inc/79398043643, and on Twitter at www.twitter.com/questrade. Questrade also co-hosted I invest therefore I tweet, a webcast / panel discussion exploring the recent surge in usage of social networking tools for investment and trading advice. Available for viewing at www.Questrade.com/tweet, the panel is sponsored by Questrade Inc., Online Trading Academy (Canada) and Business News Network (BNN), and is the kick-off event for Online Trading Academy (Canada)’s grand opening.

About Questrade:

Questrade Inc., headquartered in Toronto, provides Canadians with high-speed, direct access trading in the U.S. and Canadian stock and options markets as well as forex trading. Since its inception in 1999, the company has grown and diversified, and is currently ranked as Canada’s fastest-growing online brokerage. The company continues to demonstrate its competitive leadership with a combination of outstanding service, advanced technology and competitive pricing structures.

-30-

For more information, please contact:

Lynn Suderman
Manager, Communications
lsuderman@questrade.com
Tel: 416.227.9876 x371
Tel: 1.888.783.7866 x371
www.Questrade.com