

For Immediate Release

TradeStation Launches New Online TradingApp™ Store

Designed to transform online trading landscape by giving traders access to hundreds of custom trading solutions

Plantation, FL February 13, 2014 - TradeStation, a Monex Group company (Monex Group, Inc. is listed on the first section of the Tokyo Stock Exchange, [code: 8698](#)), will officially launch its all-new online TradingApp™ Store at the annual New York Traders Expo.

TradeStation's TradingApp Store is designed to transform the online trading landscape by giving TradeStation clients access to more ideas, strategies, technology and custom trading solutions than ever before. The TradingApp Store is an online marketplace that currently offers more than 650 online trading apps, including strategies, indicators, analysis techniques and other tools. The TradingApp Store leverages the ingenuity of more than 250 independent third-party developer-traders to create a marketplace that continuously adds products.

TradingApps can be downloaded directly from, and will run seamlessly on, TradeStation's award-winning trading platform. Some TradingApps are leased on a monthly basis (which enables traders to avoid incurring a large one-time investment), others are offered free of charge, and many Trading Apps offer a free trial.

"Our new TradingApp Store will encourage innovation by tapping the limitless creativity of traders, software developers and other market professionals to bring our clients a virtually endless supply of new ideas and trading tools." said Salomon Sredni, CEO of TradeStation Group, Inc. and COO of Monex Group, Inc. "The TradingApp store represents an ever-expanding universe of new tools that leverage the latest technologies and empower TradeStation clients to customize their trading environment and take their trading to the next level,"

“While no two traders trade the same way, every trader is looking for new ideas, new ways to look at the market and identify trading opportunities, and new ways to be more productive and more efficient.” Sredni added. “Retail investors, active traders and even institutional traders can find tools in the TradingApp Store that allow them to customize the platform to meet their unique needs.”

To receive updates and learn about future events, please visit the TradeStation Facebook Page.

IMPORTANT INFORMATION: TradeStation TradingApp Store™ is hosted and operated by TradeStation Technologies, Inc. ("TTI"), a software development company which owns all technology and other intellectual property used by its affiliates, to provide a brokerage trading platform to active traders. TradeStation TradingApp Store™ is being made available exclusively to brokerage customers of TradeStation Securities ("TSI"), IBFX, Inc. ("IBFX") and IBFX Australia Pty Ltd ("IBFXAU"). "TradeStation," as used in this document and product/service offering, should be read and understood in that context. TradeStation TradingApp Store™ is a trademark of TTI. Developers who offer products or other trading software tools on TradeStation TradingApp Store™ are independent persons or companies that are in no manner affiliated with TTI or any of its affiliates. TTI and its affiliates do not endorse, recommend or approve any such developer, or any developer's product or trading software tool, or receive any compensation, direct or indirect, relating to the sale or use of any such product or trading software tool.

About TradeStation Group, Inc.

TradeStation Group, Inc., through its principal operating subsidiaries, TradeStation Securities, Inc. and IBFX, Inc. (a/k/a TradeStation Forex), offers the *TradeStation* analysis and trading platform to the active trader and certain institutional trader markets. The *TradeStation* platform offers electronic order execution and enables clients to design, test, optimize, monitor and automate their own custom Equities, Options, Futures and Forex trading strategies. TradeStation Group is a wholly owned subsidiary of Monex Group, one of the largest online financial services providers in Japan.

TradeStation Securities, Inc. (Member NYSE, FINRA, SIPC, NSCC, DTC, OCC & NFA) is a licensed securities broker-dealer and a registered futures commission merchant (FCM), and also a member of the BATS Y-Exchange, BATS-Z Exchange, BOX Options Exchange, Chicago Board Options Exchange, Chicago Stock Exchange, EDGA Exchange, EDGX Exchange, International Securities Exchange, NASDAQ OMX BX, NASDAQ OMX PHLX, NASDAQ Stock Market, NYSE Arca and NYSE Mkt. Its *TradeStation Prime Services* division, based in New York, seeks to provide prime brokerage services, including securities lending, to small and mid-sized hedge funds and other firms. IBFX, Inc. (Member NFA) is a Retail Foreign Exchange Dealer (RFED) that provides the company's forex brokerage offering, and [IBFX Australia Pty Ltd](#) (ASIC regulated) provides forex brokerage services outside of the United States. The London-based subsidiary, TradeStation Europe Limited (FCA regulated), introduces UK and other European accounts to TradeStation Securities, Inc. and [IBFX, Inc.](#) The company's technology subsidiary, TradeStation Technologies, Inc., develops and offers strategy trading software tools and subscription services, and hosts the TradingApp™ Store.

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