



GAINSKEEPER
Keep your gains. Minimize your losses. Preserve your sanity.

FOR IMMEDIATE RELEASE

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**GAINSKEEPER.COM MARKS LAUNCH OF FIRST “SMART”
PORTFOLIO TRACKER WITH FREE PROMOTION**

“GainsTracker” Eases Record-Keeping, Automatically Adjusts Investments For Complex Processes Such As Mergers, Spin-offs And Wash Sales. Alleviates Messy Capital Gain/Loss Calculations Needed For Schedule D.

BOSTON, MA, January 11, 2000 – GainsKeeper, Inc., a company developing sophisticated portfolio management tools and services for the Internet, today announced the launch of its flagship product, GainsTracker. As part of its introductory promotion, GainsKeeper is offering the first year of service free to early registrants.

GainsTracker is the first automated solution for adjusting the cost basis of investments. Unlike current portfolio trackers, GainsTracker proactively monitors users’ holdings and adjusts tax bases for complex activities like mergers, splits, spin-offs and wash sales. GainsTracker continues to track subscribers’ holdings *after* they have been sold, allowing the tool to accurately calculate and characterize capital gains and losses for each subscriber. The reporting feature allows investors to easily complete their estimated tax payments and Schedule D of their federal tax returns.

“Most people incorrectly assume that their current portfolio tracker or packaged software alleviates their cost basis headaches”, said Greg Alves, GainsKeeper’s VP Operations. “Our staff’s extensive experience in the corporate action departments of major financial institutions

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gives GainsKeeper the critical resources to correctly analyze and characterize the material changes that routinely impact most securities. ‘Static’ solutions simply don’t offer the back office service that makes GainsTracker so unique.”

GainsKeeper provides solutions for individuals, tax and money professionals, and financial service entities. GainsTracker relieves customers of cumbersome tax basis adjustments and capital gains calculations. It empowers investors to always know their tax situation, enabling tax-smart trading decisions. Using GainsTracker, investors can aggregate multiple accounts for proper tax treatment and planning.

Registration is currently underway at www.gainskeeper.com.

About GainsKeeper, Inc.

GainsKeeper, Inc. is committed to providing the next generation of tools and services for investors. Founded in 1998, it is a privately held company based in Boston. Additional information is available by sending e-mail to marketing@gainskeeper.com or by calling 617-472-3314.

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