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## **Covestor data API gives members control over their portfolio information**

*First service to let members export and mash up their broker data*

**NEW YORK, October 16 2007** – [Covestor.com](http://Covestor.com), the world's first portfolio sharing service, now also becomes the first to give its members greater power over their own trading information by enabling them to export their investment performance and broker data for their own use. This is the first step the site is taking towards creating a full API.

The Covestor data API allows members sharing their real trades through the site to export real trading data on their performance, holdings and transactions in a number of formats (XML, RSS and CSV). This means that people trading in their own accounts are able for the first time to take their broker data wherever they wish and mash it up, download it into excel or aggregate it for use on other websites.

The first website building an application in support of the Covestor data is Louisville based mytrade.com. The Covestor pod on mytrade will allow members to view their live portfolios on the mytrade website, without having to update a stock Watch List manually, as you would on Yahoo Finance or Marketwatch. As well as tracking their trades and holdings, it also lets them view verified measures of their portfolio performance, such as Sharpe Ratio, Beta and Maximum Drawdown, in real time.

Andy Swan, CEO of mytrade, explains why this benefits his users: "Mytrade.com is the starting point for investors to access financial information from across the web in a single display. For most people, their own portfolio is central to this. Covestor heralds a sea change in the money management industry, in letting people access and share their real decision making."

This new functionality also allows members to export their Covestor live feed, the view of all activity of other Covestor members whose real portfolios they are tracking. Members can therefore monitor both their own performance statistics, as well as the investment decisions of other great self-directed investors on the Covestor site.

Rikki Tahta, Covestor's CEO explains "We think that the days of the secretive mutual fund are numbered. Covestor is about empowering self-investors, and the data API is another important step in giving our members control and recognition. Mytrade is a leader in personalized financial information and we are excited that it will be the first to utilize this data."

Covestor also confirmed that it eventually plans to develop a full API, to allow third party developers to create applications to integrate with its platform.

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### **About Covestor LLC**

Founded on the belief that successful investment strategy is not the sole province of money management firms, Covestor provides a unique destination for proven self-investors to share real investment decisions, gain recognition and earn fees by helping others. To ensure privacy, all data is normalized and members can choose to remain anonymous. For more information, visit [www.covestor.com](http://www.covestor.com)

### **About My Trade.com**

Mytrade is the start page for investors; providing users with a fully customizable interface that they can use to pull in tickerized data and insight from around the web into one personalized place.