

## **Covestor's proven self-investors explain their strategies in professional style interviews with the Wall Street Transcript**

*Covestor partners with The Wall Street Transcript, to give members a platform alongside the pros*

**NEW YORK, November 08, 2007** – In its latest move to level the playing field between professional money managers and individual investors, [HYPERLINK "http://www.covestor.com"](http://www.covestor.com) [Covestor.com](http://www.covestor.com), today launched interviews with its members, in partnership with The Wall Street Transcript. The Transcript, a monthly publication offering interviews with professional money managers and CEOs, will publish the interviews. They will also be available at no charge on the Covestor site.

The interviews showcase a different investor weekly and provide detailed insight into the investment background and strategy of a proven self-investor. Each interview, attached to a member's fact sheet on Covestor, allows readers to look beyond what the interviewee says, to see the individual's actual portfolio and performance.

Andy Pickup, CEO of the Wall Street Transcript, explains, "We typically talk to professional money managers discussing their funds. With the emergence of equity hedge funds, the distinction between different categories of serious investor has become less clear. We are interested in talking to anyone who has an intelligent approach to investing in stocks, and can communicate and illustrate that approach. We are hugely impressed with the experience and candor that Covestor members bring to these interviews."

The first interview to be published is with Robert Freedland, a popular stock blogger at Stock Picks Bob's Advice. Freedland has been investing in the stock market for over 40 years and shares his own portfolio on the Covestor site.

Perry Blacher, Head of Marketing at Covestor, also welcomes the partnership: "We are delighted to be working with The Wall Street Transcript. They have exceptional credentials with both private and professional investors. Working with them on these interviews gives our members a significant platform to share their decision making, and to build their reputations."

## **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. Over \$100 million dollars in securities are shared through the service. Its members are located in more than 30 countries and hold positions in over 3,500 different securities. To ensure privacy, all data is normalized and members can choose to remain anonymous. For more information, visit [HYPERLINK "http://www.covestor.com" www.covestor.com](http://www.covestor.com)

## **About The Wall Street Transcript (TWST)**

Founded in 1963, The Wall Street Transcript publishes thousands of CEO, Money Manager and Research Analyst Interviews each year for Investors and Business Researchers. Strongly believing in direct verbatim reporting, TWST also provides webcasting services to investor conferences to permit broad dissemination of important investor presentations.

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