

Kershner Trading Group Acquires Insight Trading Software; Plans to Take Company's Stock Screening Technology to the Next Level

July 31, 2007, AUSTIN, TX – Kershner Trading Group (www.kershnertrading.com), (“KTG”) a leading proprietary trading and technology firm, announced today the purchase of Insight Trading Software, a move designed to enable KTG’s traders to make more money. Insight is the critical scanning tool for 1,000 professional traders.

KTG will integrate this best of breed scanning engine into Gr8trade, their proprietary trading execution and analysis platform. This acquisition will allow KTG traders to rapidly design and automate sophisticated trading strategies without the intervention of software programmers. This will dramatically reduce strategy development time and give KTG traders a unique proprietary technology

Insight scans the entire US equity, futures and options markets, as well as the international and forex markets, on a tick-by-tick and quote-by-quote basis. Insight allows traders to write proprietary trading filters that identify profit making opportunities, automatically. Insight can also completely automate a trader’s strategies, managing trade entries and exits according to defined logic.

The acquisition means KTG will also inherit the existing Insight clients, who are extraordinarily active professional traders. These traders rely on Insight to identify significant buying and selling opportunities in the US stock, futures and options markets. These opportunities are delivered on a real-time basis through alerts, reports and charts.

“This was an ideal acquisition for us,” said KTG’s Founder and CEO Andy Kershner. “We take great pride in developing the best tools available for our proprietary traders. We’ve been using Insight for years and have been very impressed with the product and the people behind it.

“We also are a technology company with about three dozen professionals focused on improving our own proprietary trading platform. We believe there is an extraordinary opportunity to not only blend the Insight product with our own trading platform, but also enhance the product for Insight’s existing customer base and the general active trader population as a whole.”

At the same time, Kershner said he was respectful of the product and business relationships that Insight founder Barry Vaniel has created. Kershner plans to preserve and extend Vaniel’s vision into the future, and Vaniel will be active in the future planning and development of the integrated product.

“Andy Kershner, and KTG, embody what professional trading needs in 2007,” Vaniel stated. “I am entrusting them with my legacy because of their commitment to technology leadership, and their history of business integrity going back to the middle ‘90s. Andy has

always been about giving his traders the best tools on the market. I believe that same approach will extend to the Insight customer base, and the industry as a whole, as he trains his technology team on making future improvements to the Insight product line.”

A video announcement with Andy Kershner and Barry Vaniel may be found on www.KershnerTrading.com.

About Kershner Trading Group

Kershner Trading Group is a proprietary trading business where professional short-term traders can experience unlimited income potential. Kershner Trading provides full service, support and capital to our traders including state-of-the-art proprietary technology applications with direct market access to US markets. Our internally produced software is trader driven, extremely customizable by the trader, and provides some of the fastest quotes and executions available. Kershner empowers traders to automate any or all parts of their trading process. We place a key emphasis on creating autotrading capabilities.

Since 1993, Kershner Trading Group has been built on the idea of shared success. Fueled by the combined efforts and teamwork of traders, technologists and support specialists, Kershner believes in rapidly converting innovative ideas into reality. Driven by a passion for the trading business, Kershner remains today at the forefront of proprietary trading. Kershner Trading Group is headquartered in Austin, Texas and is a member of the NASD/SIPC. For more information, please go to www.KershnerTrading.com.

Insight Trading Software has been devoted to the needs of active professional traders since 1983. The Insight Workstation, first designed in 1985, scans the US and international markets for profit opportunities. It is also available as a completely automated trading platform. The Insight Whisper is a trade alert delivery system that allows professional trading firms to design rule based alerts, and deliver them to their traders across private networks or the internet. Insight has been lead for twenty-five years by its founder, Barry Vaniel. Mr. Vaniel will be active in the integration of Insight into the KTG organization. Their website is www.insight-trading.com.

Interested media should contact Holt Hackney of Hackney Communications at hhackney@hackneycommunications.com or 512-478-8858, Ext. 115