

FOR IMMEDIATE RELEASE

Benzinga Accompanies International Launch of Windows 8 Launch

Benzinga brings actionable trading tips and investment ideas to Microsoft's new operating system.

[Southfield, Mich.], [October 26, 2012] -- Benzinga, a fast-growing, dynamic financial media company, is proud to announce that it is one of the featured partners in Microsoft's new operating system, Windows 8.

As a featured partner, Benzinga will provide Windows 8 users with actionable trading tips and investment ideas, as well as corporate event news, analyst ratings, company earnings, and insight on unique and innovative trading strategies.

Built to deliver the next evolution in personal and professional computing, Windows 8 offers a revolutionary user interface that is expected to serve millions of consumers and business professionals worldwide. The new operating system was designed to take full advantage of both tablets and PCs, allowing computer manufacturers to build a multitude of devices using the same OS. With an international rollout and a massive, worldwide marketing campaign, Microsoft is gearing up for its biggest product launch since Windows 98.

"Benzinga brings a one-of-a-kind offering to Windows 8 users by delivering news and data that is unique to the financial markets," said Jason Raznick, Founder and CEO of Benzinga. "We are thrilled to be able to deliver our actionable trading ideas to Microsoft and all of its Windows 8 users worldwide."

Since its inception in 2010, Benzinga has brought innovation to the financial community by providing its readers with in-depth trading ideas, reliable analysis, and a lightning-fast realtime newsfeed. The site empowers investors with unique, high-quality content that is coveted by the street's top traders. Every month, millions of investors use Benzinga to gain knowledge and to make profitable trades all over the world.

"From day one the Benzinga team has worked hard to 'wow' our partners and their customers by producing invaluable content that they cannot get anywhere else." said Raznick. "The Benzinga team works hard to change the way people look at investing. Our partnership with Microsoft has only fueled our drive and our desire to make Benzinga even better."

Benzinga is backed by Lightbank, the technology investment vehicle from Groupon co-founders Brad Keywell and Eric Lefkofsky. As a hungry and growing enterprise in Detroit, Michigan, Benzinga is the only startup and the only Michigan-based firm to accompany the international launch of Windows 8.