



Press release
2004-07-15

STOCKHOLM, July 15, 2004 - E*TRADE to launch mobile trading service on Sony Ericsson's new flagship smartphone the P910

E*TRADE, the international Internet broker with more than 4 million clients worldwide, today announced that it will launch a mobile trading service in the Nordic market based on Sony Ericsson's recently announced smartphone P910, which will be available during the fall.

The new addition to the E*TRADE product portfolio, that initially targets the Nordic market, builds on the mobile trading application from Promyzer, a subsidiary of Orc Software (publ.). Main characteristics of the service are: access to SSE, CSE, HEX and the North American markets; local financial news; real-time quotes; currencies, interest rates, and global indices; advanced order functionality, including stop loss; and real-time updates of E*TRADE-portfolio.

"We have seen this coming for several years and we welcome the release of such phones as the P910 that now allows us to offer private investors and demanding traders a really smart, user friendly, and powerful mobile trading application", says Jack Verkruysse, Managing Director of E*TRADE Nordic.

"Sony Ericsson is committed to the professional users, and we are delighted to find that the P910 with Promyzer's trading application will be immediately taken on board by a leading Internet broker like E*TRADE. TrustLink, co-founder of Promyzer, has demonstrated their skills in previous projects on the predecessors P800/P900, and they will find the P910 an even better platform for their advanced products", says Ulf Wretling, Director, Content Development, Sony Ericsson.

"Information and the ability to trade is like oxygen for a trader. It is our mission to provide our users with the means to access and act on market information when away from offices and homes. Via Orc Software's trading system, Promyzer gives mobile access to some 80 electronic markets worldwide and news from multiple vendors. We are today particularly pleased to be able to offer news from Direkt and quotes from SIX as part of the Nordic E*TRADE package", says Mats Bergström, Managing Director of Promyzer.

For more information, please contact:

Mats Bergström
Managing Director
Promyzer AB
e: mats@promyzer.com
t: + 46 8 402 8360

m: + 46 70 461 1100

Liza Jonson

Marketing and Product Manager

E*TRADE Nordic

e: liza.jonson@etrade.com

t: +46 8 506 100 74

m: + 46 708 89 22 89

About Promyzer

Promyzer is a vendor of applications for mobile trading in financial instruments, including equities, options, futures, bonds, FX, and commodities. The white-labelled products are designed for integration with the trading systems of asset managers, banks, and brokerages. By utilizing the trading technology of Orc Software, Promyzer offers state-of-the-art trading on mobile phones, and provides real-time access to more than 80 exchanges world-wide. Promyzer is a venture between Orc Software (publ.) and TrustLink.

*About E*TRADE*

The E*TRADE FINANCIAL family of companies provide financial services including brokerage, banking and lending for retail, corporate and institutional customers. E*TRADE Sverige AB is a registered Swedish securities dealer regulated by the Swedish Financial Authorities and member of the Stockholm Stock Exchange, SwedSec, and the Helsinki Stock Exchange.