

TRADING ONLINE EXPO 2007 GOES LIVE

Dedicated to the online investment industry
Focus on: ETFs, Options, *Certificates* and *Covered Warrant*
Information on: www.borsaitaliana.it/tol

Thursday 25 and Friday 26 October 2007 Borsa Italiana organizes the 5th edition of the *Trading Online Expo*, the event dedicated to the trading and online investment industry.

Trading Online Expo will be held at Palazzo Mezzanotte in Milan, the HQ of Borsa Italiana and will be attended by more than 40 exhibitors and will allow to meet the online brokers, the issuers, the trading companies and for the first time the universities.

The event appeals to professional traders and specially to small savers interested to learn about financial instruments such as ETFs, certificates, covered warrants and derivatives, thanks to free seminars organized by Borsa Italiana as well as courses of *Associazione Italiana di Analisi Tecnica* (SIAT) to show the fundamentals of the technical analysis.

One of the novelties in the 2007 edition will be the attendance of Pirelli & C. SpA e Monte dei Paschi di Siena SpA.: in the afternoon of October 25th, the companies will meet the retail investors. So, for the first time in Italy the small investors can attend an investor presentation at Borsa Italiana.

After the success of last year's edition which recorded more than 3,000 visitors, the event will take place in 2 days of open market, thus to enable professional operators to trade in real time and to explain the reasons behind any investment decision. It's an important occasion to understand the decision making processes of the operators and to analyse all the functionalities of the different trading platforms.

Among the conferences organized by Borsa Italiana, Thursday October 25th at 11.30 AM: "ETFplus: the ETFs and ETCs market - perspectives and competitive landscape" and at 02.00 PM: "Trading strategies with the options: from theory to practice with the new Borsa Italiana's software". On Friday October 26th the conference on the Certificates: "New investment and trading opportunities with CW e certificates".

The 2007 edition of *Trading Online Expo* will be the occasion to present *Pricer Opzioni*, the new software which enables an assessment and to simulate the trading on options. The software also enables to build a personal portfolio dedicated to the options and to keep them monitored throughout the time. Available for free for those who will register on Borsa Italiana's website (www.borsaitaliana.it), *Pricer Opzioni* includes a technical glossary and a complete guide on the options.

During the event, in a dedicated area, practical courses on trading will be held by Davide Biocchi, Maurizio Milano, Luca Barillaro and Saverio Bellinzani to show the most advanced trading techniques and technical analysis on Borsa Italiana's markets.

The access to *Trading Online Expo 2007* is free.

To attend a registration is required on www.borsaitaliana.it/to

Milan, October 10th, 2007