



**FOR IMMEDIATE RELEASE**

## **Stock-Trak Group Announces Fourth Quarter and 2007 Year-End Results Friday March 28, 4:00 PM**

Montreal, Canada—(Business Wire)—Stock-Trak Group (OTCB: STKG) today released its financial results for the fourth quarter and fiscal year ended December 31, 2007.

For the fourth quarter, the Company reported revenues of \$1,651,000 up over 275% compared to the same period a year earlier. The Company's gross profit for the fourth quarter was \$1,446,921. Stock-Trak had a cash flow loss from operations of \$510,000.

For the year ended December 31, 2007 overall Company revenues grew by 75% over those reported in December 2006 to \$3,561,418. Gross profit grew by almost 300% to \$2,888,419. The Company reported a net loss for the year of \$15,386,186 which included \$12,366,767 attributable to certain non-cash charges such as stock based compensation and depreciation. The Company's actual cash loss from operations was significantly lower at \$3,019,419

“The fourth quarter represented a significant point of inflection for the Company as we started to see tangible traction and results from the restructuring of our business operations which commenced a year earlier,” said Rory Olson, Stock-Trak Group's Chairman and Chief Executive Officer. “We fully expect to maintain and build upon the positive momentum created during the fourth quarter.”

Among the Company's accomplishments, the quarter saw the successful completion of another WallStreetSurvivor stock trading challenge ([www.WallStreetSurvivor.com](http://www.WallStreetSurvivor.com)). The contest attracted over 25,000 players, up over 45% from the previous contest, and generated in excess of 8 million pageviews doubling the total from the previous contest. “All in all, we are very pleased with the traction and velocity generated to date,” said Mr. Olson. “The contest saw the retention of existing advertisers as well as the addition of new ones thereby demonstrating the value inherent in our business model. Metrics for the current contest are on track to surpass those of Q-4.”

In the quarter, Stock-Trak Group's Education division showed growth of approximately 15% over the same period in 2006. New professor sign-ups were up over 18% and the number of universities served grew by more than 10%. The Company also signed a three year agreement with the Florida Council on Economic Education to provide its simulation platform to tens of thousands of Middle and High school students throughout the State.

### **Some Highlights and Accomplishments**

1. Concluded the acquisition of Atlanta based Stock-Trak Inc., the leading provider of stock market simulation tools for the U.S. education market;
2. Launched the “Beta” version of our WallStreetSurvivor fantasy stock trading challenge followed by 3 subsequent successful contests which saw over 100,000 people register to play;
3. Generated average contest over contest growth of pageviews in excess of 200%, with the Q-4/07 contest generating over 8.1 million pageviews and over 12 million advertising impressions;
4. Proved the advertising revenue model by attracting and retaining such tier 1 advertisers as E\*Trade and OptionsXpress;

5. Entered into a strategic agreement with Canwest Global, one of Canada's top 2 media groups, to launch a co-branded WallStreetSurvivor/National post fantasy stock trading challenge scheduled to launch in the Fall of 2008;
6. Delivered "private label" solutions for such entities and publications as:
  - ? Barron's
  - ? Forbes
  - ? E\*Trade Hong Kong
  - ? eFinancial Careers
  - ? Zions Bank
  - ? Scotiabank
  - ? Peak6
  - ? Kiplinger
7. Raised \$3.6 million in a private placement to fund the company's business plan.

"We emerge from our rebuilding year with much in the way of momentum and on substantially more sound and solid footing," said Mr. Olson. "The capital we recently raised will be used to take the Company to the next level in its development. This financing was led through an aggregate investment of \$1,025,000 by an insider group, consisting of senior management and members of the Company's Board of Directors."

Mr. Olson went on to add that, "the Company has very clearly defined itself. We have developed the most sophisticated securities trading simulation platform in the market today. We intend to continue leveraging this by serving the Education, Corporate Training and Consumer Contest sectors. We also intend to pursue co-branding partnerships with traditional media groups through their newspaper, magazine and television divisions."

"2007 was the year we put our plan to the test. We saw quarter over quarter improvement, growth and acceptance of our web strategy and exited the year as a far better and more complete company."

#### **About Stock-Trak Group, Inc.**

Stock-Trak Group, Inc, in existence since 1990, is a leading global provider of web-based stock market simulation and training products. Stock-Trak Group has three office locations in Montreal, Quebec; Mississauga, Ontario and Atlanta, Georgia and is divided into two distinct business units. Through its wholly owned subsidiary, Stock-Trak, Stock-Trak Group targets the academic and financial services markets with proprietary stock market simulation and training tools. Wall Street Survivor, part of Stock-Trak Group's consumer division, targets online investing, trading and game enthusiasts with a market leading web 2.0 investment-oriented educational simulation and contest web site while replicating the real world stock market experience without the risk. Our media division is a full service marketing firm that operates an advertising based network of outdoor multimedia L.E.D. display screens.

Important Information about Forward-Looking Statements: All statements in this news release other than statements of historical facts are forward-looking statements which contain our current expectations about our future results. Forward-looking statements involve numerous risks and uncertainties. We have attempted to identify any forward-looking statements by using words such as "anticipates," "believes," "could," "expects," "intends," "may," "should" and other similar expressions. Although we believe that the expectations reflected in all of our forward-looking statements are reasonable, we can give no assurance that such expectations will prove to be correct. Such statements are not guarantees of future performance or events and are subject to known and unknown risks and uncertainties that could cause the Company's actual results, events or financial positions to differ materially from those included within the forward-looking statements. Such factors include, but are not limited to, the availability of capital resources, our ability to execute our business plan, our ability to attract and retain customers and qualified personnel, customer acceptance and satisfaction with our event marketing services and proposed stock market simulation contest, changes in applicable regulatory actions, changes in the securities or capital markets, statements of assumption underlying any of the foregoing, and other factors disclosed in our annual report on Form 10-K for the year ended December 31, 2007 and other filings with the SEC. Readers are cautioned not to place undue reliance on these forward-looking statements, which speak only as of the date made. Except as required by law, we undertake no obligation to disclose any revision to these forward-looking statements to reflect events or circumstances after the date hereof.

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