

September 6, 2007 - 6:38 AM EST



Neutron Enterprises Announces Results of its Second Beta Version Fantasy Stock Market Contest

www.wallstreetsurvivor.com

Company's Alexa Ranking Increases by 137,000 places

Neutron Enterprises Inc. ("Neutron") (OTCBB: NTRN) announced today results of the second beta version of its contest site www.wallstreetsurvivor.com, an innovative stock market competition featuring cash and other prizes. Despite very limited marketing, the Company reported significant increases in participation, number of visitors, page views and time spent on the site. The contest occurred during the months of June and July, 2007. Wall Street Survivor is Neutron's first consumer-based game, offering contestants the opportunity to test their stock picking prowess. As a result of the significant increase in traffic, the Company's Alexa ranking, over the past three months, increased by approximately 137,000 places, with its three month average ranking coming in at 92,687. The [wallstreetsurvivor.com](http://www.wallstreetsurvivor.com) web site was ranked in the top 68,000 web sites by Alexa last week.



The Company announced that total contest participants increased by 407%, resulting in 12,547 participants. The total number of trades executed increased 169%, indicating a high level of participation. The total number of visitors to the contest site increased to approximately 187,000, up more than 25-fold from the previous contest. The total number of page views rose by 461% to more than 1.8 million. Minutes per user visit spent on the site increased by 12% to an average of 13.47.

"We are highly encouraged by the enthusiasm generated by the beta version of Wall Street Survivor," said Rory Olson, Neutron's Chairman and Chief Executive Officer. "Despite spending little on marketing, visitors and registered users increased significantly. In addition, the number of trades and minutes spent on the site dramatically increased, demonstrating the stickiness of the site that is so important to advertisers. We expect in future versions of the game to add a social networking component, improved functionality and features as well as improvements to the infrastructure to support future increases in users."

"Furthermore, we are pleased with the overall performance and integrity of our trade execution platform and have not suffered the irregularities experienced by other simulation environments."

The company has launched a third contest which commenced on August 1, 2007 at www.wallstreetsurvivor.com which will run through to the end of September. Registration and rollovers from the June/July contest are on target.

About Neutron Enterprises

Neutron Group's principal activity is to provide web-based stock market simulation products to the consumer entertainment, corporate and educational sectors.

The company's robust stock market simulation platform allows its users to practice trading securities, including stocks, options, futures, mutual funds and bonds.

The company services the consumer/contest market through its www.wallstreetsurvivor.com web portal where participants build portfolio's and trade securities in real time and compete for cash prizes.

The company services the education and corporate sectors through its Stock-Trak subsidiary based in Atlanta (www.stocktrak.com). Stock-Trak provides a robust education and training based stock market simulation platform to almost 200,000 high school and university students annually as well as some of North America's leading media and financial services companies.

The company's Event Marketing business is operated by its wholly-owned subsidiary, Neutron Media, a marketing firm that operates an advertising based network of outdoor multimedia LED 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, 2006 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.

For Neutron Enterprises
CEOcast, Inc.
Andrew Hellman, 212-732-4300

Source: Business Wire (September 6, 2007 - 6:38 AM EST)

News by QuoteMedia
www.quotemedia.com