

FOREX.com Launches New Currency Trading TV Campaign for U.S. and International Consumers

Humorous Branding Campaign with Tagline, 'It's your world. Trade It.' Endeavours to Demystify Rapidly Growing Retail Forex Market

NEW YORK and LONDON, March 1, 2011 [/PRNewswire/](#) -- FOREX.com, one of the best known brands in the retail forex industry, is launching its first television branding campaign targeting consumers in the U.S. and abroad.

FOREX.com is part of GAIN Capital (NYSE: GCAP), a global provider of online trading services.

The campaign consists of a series of 30-second spots, each featuring a different "world trader" engaged in forex trading and expressing it in unexpected settings revealed at the end of each commercial. The spots conclude with the campaign's tagline, *It's your world. Trade it.*™, and are posted online at www.youtube.com/forexdotcom.

The campaign kicks off this week on a broad range of U.S. cable stations including BBC America, Bloomberg, CNBC, ESPN2, MSNBC, and TBS; they will also appear on stations throughout the EMEA region; in Asia; and in Australia.

The spots will also run on "Money in Motion Currency Trading," a new 30-minute CNBC program focusing on the global currency market. FOREX.com is a co-sponsor of the program. The show will be recorded live from the NASDAQ MarketSite and will air on CNBC in the U.S. as well as on CNBC Europe, Middle East and Africa and CNBC Australia. It debuts on Friday, March 11 and will air in the U.S. on Fridays at 5:30 p.m. ET (in EMEA at 23:30 CET) and re-air on Saturdays at 7:00 p.m. ET.

"We've been marketing for years to traders and sophisticated self-directed investors who already understand the workings of the forex market," said Samantha Roady, GAIN Capital chief marketing officer. "Now, we're focused on expanding the overall market by reaching out to targeted consumers interested in trading a new asset class or looking to diversify their portfolio. The forex market is the world's most traded market with some \$4 trillion traded each day."

The campaign was developed by DIGO (www.digobrand.com), New York, the agency that helped build "thinkorswim" into one of the top online brokers.

"FOREX.com isn't just competing in a zero sum game for a fixed pool of retail traders – it is bringing lots of people into the category, and many of them are trading FX for the first time," said Mark DiMassimo, CEO and chief creative officer of DIGO. "Before we can get down to what's better about FOREX.com, we've got to create an aspiration. We feel that this campaign succeeds in doing just that."

The "It's your world. Trade it." campaign is planned to go online in the second quarter of 2011.

Foreign exchange trading involves significant risk of loss, and is not suitable for all investors.

About DIGO Brands

Founded in 1996 by Mark DiMassimo, DIGO Brands is a brand-driven growth network. Our companies work together seamlessly to help ambitious organizations grow. DIGO Brands have partnered with visionary leaders in many of the extraordinary growth successes of the past two decades, including: Comcast, Crunch Fitness, JetBlue, Island, GAIN Capital, ESPN, HBO, Citi, Gateway, McKinsey, thinkorswim and Memorial Sloan-Kettering Cancer Center, among others.

DIGO Brands include DiMassimo Goldstein, a leading full-service brand, advertising, direct and digital agency; PROOF accountable media planning and buying, DIGO/Ericho public relations and social marketing, brand-driven content, entertainment and digital products, and the Tappening & Offlining movements.

About GAIN Capital

GAIN Capital Holdings, Inc. (NYSE:GCAP) is a global provider of online trading services. GAIN's innovative trading technology provides market access and highly automated trade execution services across multiple asset classes, including foreign exchange (forex or FX), contracts for difference (CFDs) and exchange-based products, to a diverse client base of retail and institutional investors.

A pioneer in online forex trading, GAIN Capital operates FOREX.com®, one of the largest and best-known brands in the retail forex industry. GAIN's other businesses include GAIN GTX, a fully independent FX ECN for hedge

funds and institutions, and GAIN Securities, Inc. (member FINRA/SIPC) a licensed U.S. broker-dealer.

With offices in New York City; Bedminster, New Jersey; London; Sydney; Hong Kong; Tokyo; and Seoul, GAIN Capital and its affiliates are regulated by the Commodity Futures Trading Commission (CFTC), the National Futures Association (NFA) and the Securities and Exchange Commission (SEC) in the United States; the Financial Services Authority (FSA) in the United Kingdom; the Financial Services Agency (FSA) in Japan; the Securities and Futures Commission (SFC) in Hong Kong; and the Australian Securities and Investments Commission (ASIC) in Australia.

For company information, visit www.gaincapital.com or www.forex.com.

FOREX.com is a registered trademark and "It's Your World. Trade It." is a trademark of GAIN Capital. All other trade names are the property of their respective owners.

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