

FOREX.com and Manchester City Partner to Launch "Where Football Meets Trading" Marketing Campaign

- Vincent Kompany aims to raise \$50k for his favorite charities learning to trade with FOREX.com
- Official Online Trading Partner of Manchester City Looks to Introduce Football Fans around the Globe to the World of Trading

LONDON, NEW YORK, and SYDNEY, Feb. 26, 2014 [/PRNewswire/](#) -- FOREX.com, the retail trading brand of GAIN Capital Holdings, Inc. (NYSE:GCAP) is today launching a new consumer marketing campaign developed in support of GAIN Capital's multi-year partnership with football powerhouse Manchester City and Club captain, Vincent Kompany.

The online campaign, Where Football Meets Trading, is now available at [mcfc.forex.com](#) and will run through 11 May 2014. The campaign aims to attract football fans across the globe, engaging viewers with exclusive MCFC video interviews, interactive web content and weekly competitions.



Visitors to MCFC.FOREX.COM can:

- Help Manchester City Captain Vincent Kompany raise \$50k for his favorite charities, as he learns to trade forex with FOREX.com's Kathleen Brooks
- Get exclusive insights from Manchester City players, management and staff with "Inside MCFC" video interviews, including CEO Ferran Soriano, Manager Manuel Pellegrini and EDS Manager Patrick Vieira
- Compete for prizes in a weekly competition by accurately predicting MCFC team performance
- Discover their own "Trader Personality" via a short interactive quiz and watch a series of videos that explain how to get started trading.

As part of the campaign, visitors will be able to follow Vincent's charity trading account, starting with a \$25,000 balance donated by FOREX.com. The proceeds will be split between two charities supported by Vincent: SOS Children's Villages and BX Brussels, with FOREX.com committing a minimum guaranteed contribution of \$50,000

Commenting on the Partnership, Vincent Kompany, said: "I'm delighted to work with FOREX in order to raise money for the SOS Children's Villages, which is a charity close to my own heart. As an SOS Ambassador, I'm deeply proud to support the charity and the invaluable work they do internationally, that has a lasting impact of the lives of some of the world's most vulnerable children.

"I've always had a keen interest in what makes the economy tick, so to be able to learn from the experts and help a great cause at the same time is a fantastic opportunity. Like football, trading shares some of the same basic principles like preparation, analysis and execution, so the project should be a lot of fun."

GAIN Capital's Chief Marketing Officer, Samantha Roady said: "Our ambition with this campaign is to build awareness of the FOREX.com brand among football fans across the globe by providing a unique, behind the scenes look into Manchester City and demonstrating the strong connection between the elements of success in both football and trading. The MCFC content will appeal to any football fan who's interested in learning what goes into building a winning football club, and the trading elements of the campaign are easy to follow, even for novice traders."

With top-flight English football boosting a cumulative in-home global TV audience of 3.9bn, FOREX.com looks forward to engaging with this huge fanbase across the world through this exciting new campaign.

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.

Through our retail brand, [FOREX.com](#), we provide retail traders around the world with access to a variety of global OTC financial markets, including forex, precious metals and CFDs on commodities and indices. A market leader for over a decade, FOREX.com supports clients from over 140 countries and our products and services are available in multiple languages, including English, Arabic, Chinese, Japanese, and Russian.

GAIN Capital also operates GTX, a fully independent FX ECN for hedge funds and institutions, and Open eCry, an innovative online futures broker.

GAIN Capital and its affiliates have offices in New York City; Bedminster, New Jersey; London; Sydney; Hong Kong; Tokyo; Singapore and Beijing.

About Manchester City Football Club

Informally known as "The Blues" or "The Citizens", Manchester City FC is an English Premier League side, founded in 1880 as St Mark's West Gorton. The Club counts the European Cup Winners' Cup, three League Championship titles, and five FA Cups amongst its honours. Under manager Manuel Pellegrini the Club plays its domestic home fixtures at the Etihad Stadium, a spectacular 47,500 seat arena, which the Blues made their home following the successful Commonwealth Games in 2003. For more information, please visit www.mcfc.co.uk

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