



## INVESTOPEDIA.COM DEBUTS “FINANCIAL EDGE”

### New Site Channel Geared To Novice Investors

**New York, NY (Wednesday, June 17, 2009)** – Investopedia.com ([www.investopedia.com](http://www.investopedia.com)), the leading Web site for investor education, has launched a new channel, “Financial Edge,” providing novice investors with daily useful and relevant information about the financial world that doesn’t require a financial degree to understand.

Financial Edge, also available at (<http://financialedge.investopedia.com/>), informs users about current developments in the market, educates users on how the news affects them, and provides actionable insights that allow readers to make smarter financial decisions. The non-technical and to-the-point nature of the channel also provides an easy entry point to engage beginners with Investopedia content.

Highlights include:

- Short, consumer-focused articles tied to today’s relevant news
- For history buffs, a daily “On This Day in Finance” feature that informs users of past events that have impacted the world of finance
- Two related sections – Personal Finance and The Markets – covering topics such as banking, credit, taxes, stocks, mutual funds and international markets

“Financial Edge aims to provide a snapshot of the top financial and economic issues facing consumers in a spirited, easy-to-read format,” said Tara Struyk, Senior Editor, Investopedia. “This site is a great jumping-off point for busy people who want the edge that staying informed can provide, but don’t have the time or inclination to dig into dense financial topics.”

Some articles of note include:

- “Commute Smart: Save Time, Money And The Earth” - offering ways to save on commuting costs, plus access to a “Commute Solutions” calculator
- “Top Ten Recession-Survival Side Jobs” - with advice about good second job possibilities in today’s economy
- “How Buying Groceries Will De-Bulk Your Checking Account” - helping consumers understand why buying in bulk is not always beneficial
- “Is Biofuel A Bad Idea?” - breaks down the ethanol debate and what proposed laws to increase the amount of ethanol in one’s tank mean to consumers

For these, and other, comprehensive features, invaluable investor and financial information, visit Investopedia.com at [www.investopedia.com](http://www.investopedia.com).

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