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Sixth Annual Trading for a Cure Day Set for Dec 11th

StockCross Financial Services Announced as 2008 Partner

Over \$500,000 raised to date for the Florida Hospital Pediatric Oncology and Bone Marrow Transplant Units

ORLANDO, FL – July 24, 2008 – Trading for a Cure, www.tradingforacure.org, a one-day event with 100 percent of its trading profits to be donated to the Florida Hospital Cancer Institute's Pediatric Oncology and Bone Marrow Transplant Units www.floridahospitalcancer.com, announced that StockCross Financial Services, Inc. www.stockcross.com, a full-service provider of brokerage and financial services, announced today that it that it will be the exclusive trading partner for the first time with the annual Trading for a Cure event. This year's event will be held on December 11, 2008.

Trading for a Cure was created by two-time cancer survivor and StockCross Global's Managing Director of Trading, Gerry Mastrianni, who in 1999 was diagnosed with Hodgkin's Disease and received a life-saving Bone Marrow Transplant at Florida Hospital Cancer Institute (FHCI). Since its inception, the event has raised more than half a million dollars and, among other benefits, has helped FHCI to purchase valuable blood evaluation machines that allow doctors to view results in 11 minutes, as opposed to the hour they used to have to wait.

"The care I received at Florida Hospital saved my life, and this is my way of giving back," Mastrianni said. "I've been so inspired by the fact that my fellow traders have been willing to donate a day's worth of profits to this worthy cause. My goal is to continue to spread the word about Trading for a Cure so that it can gain more support and in turn increase the support it gives to the Florida Hospital Cancer Institute."

StockCross's Charlie Zabatta, Director of Corporate Development, added, "The life that Gerry exudes and his deep passion for helping others is why StockCross is embracing the day and the cause. We are honored to be a part of this year's event. Gerry's charitable nature has inspired us, and we are looking forward to helping the children at Florida Hospital Cancer Institute. We hope to expand the program and raise more money than ever before."

About Trading for a Cure

Founded in 2003, Trading for a Cure is an annual event to raise funds for the Pediatric Oncology and Bone Marrow Transplant Units at the Florida Hospital Cancer Institute. Each year, one day is set aside where all trading profits and brokerage fees are donated by StockCross to the hospital. The event has raised hundreds of thousands of dollars in the fight against cancer. For more information please visit www.tradingforacure.org

About StockCross Financial Services

StockCross is a branch-supported online brokerage firm providing comprehensive financial services at value-priced commissions. StockCross consistently delivers on its full scope of offerings including fixed-income products and ESOS/ESOP programs in 45 countries through advanced online trading capabilities, a domestic and international trading infrastructure, and an internal clearinghouse. StockCross is headquartered in Beverly Hills with offices across the country. StockCross is a member of the New York Stock Exchange (NYSE). For more information call 800.225.6196 or visit www.stockcross.com

About Florida Hospital Cancer Institute

Florida Hospital Cancer Institute (FHCI) provides a comprehensive continuum of services ranging from disease prediction and prevention to state-of-the-art detection, treatment and research - encompassed by educational, psychological, and spiritual support. FHCI treats more than 3,800 newly diagnosed cancer patients each year - more than any other program in Florida – and has the largest clinical trials program in Central Florida.

FHCI is part of Florida Hospital, a 1,913-bed acute-care medical facility operated by the Seventh-day Adventist Church. It serves as a community hospital for Greater Orlando and as a major tertiary referral hospital for Central Florida and much of the Southeast, the Caribbean and Latin America. Adventist Health System operates 37 hospitals in ten states making it the largest not-for-profit protestant healthcare system in the United States. Please visit <http://www.floridahospitalcancer.com> for more information.

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