

Barron's Chooses Bigdough.com as Website of the Week

High praise for powerful online database

By NANCY REITMAN

Barron's Online, the Internet version of the influential publication, has praised bigdough.com's design, depth of data, usefulness, ease of use and timeliness in a glowing review in the October 14 issue.

"You can't turn around these days without tripping over another site that's trying to be all things to all people," writes contributing editor Kathy Yakal. "So it's always refreshing to find one whose features are limited, but carefully defined and executed. Bigdough.com (www.bigdough.com) is one of these. It's an exceptionally focused site whose design feels about as solid as they come."

Qualified professionals can now review the site themselves, for free. Armed with their private trial passcode, they simply log on to www.bigdough.com.

Barron's, which has employed bigdough's data in recent stories on Mattel and AmSouth Bancorporation, praised features such as the download options and blast email capability.

"Bigdough.com employs simple but effective search tools to help you get the database slices you want. Click on the Buy-Side Institutions button, for example, and make selections or enter data in the fields provided for each of the search criteria. These include Institution Name, Investment Style, Market Cap Emphasis, Investment Center (metropolitan area), Equity Assets, and Average P/E Ratio. You can choose to see the resulting data as a report, Excel spreadsheet or table.

"If you're trying to generate a mailing list, you can use one of the site's most innovative features blast e-mail. Bigdough.com lists e-mail addresses for the lion's share of professionals in its database, and it will generate an automatic mass e-mailing to the group you've selected. You can either pull in a text file from your desktop or write a short message in the box provided... You'd be hard-pressed to find another service with the same depth, search flexibility and usability."

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Internet database helps California company boost stock price

Marina Del Rey, CA— Garret Krause, CEO of Sara Hallitex Corporation (SHAL), attributes last month's stock surge to a communication sent out through bigdough.com, a massive Internet database of investment firms, hedge fund managers, portfolio managers, and buy-side analysts and their stock holdings.

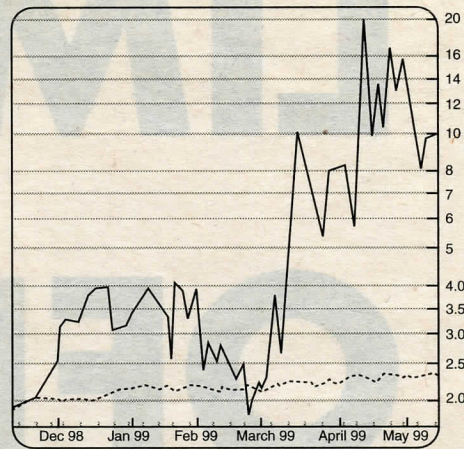
In April, the stock shot from below \$10 to \$20.12 a share in a single day, to reach its peak price so far. Krause says the company, a diversified public venture capital firm, used bigdough.com to distribute a "targeted blast email", which generated a number of inquiries from institutional investors. Within a few days, the stock

was up more than 50 percent.

"There were no announcements or any notable events during that period," says Krause. "As far as I could tell, the stock price move was a result of the bigdough communication."

The bigdough database is researched and updated throughout every business day, and contains detailed intelligence on of 2,965 worldwide institutional investment firms and hedge fund managers, 18,027 portfolio managers and buy-side analysts (including 1635 dedicated traders).

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80% of names have email Bigdough.com announces new email addresses in massive investor database

Bethesda, MD — Bigdough.com's email database continues to grow, with more than 19,000 direct addresses to staff at institutional investors and institutions themselves, says President Bill Kapner.

The Internet database, which allows members to target prime prospects using such criteria as amounts managed, average P/E ratios and turnover, detailed descriptions of investment approaches, and up-to-date stock holdings data, now contains detailed information on 2,950 worldwide institutional investment firms and hedge fund managers, 18,012 portfolio managers and buy-side analysts (including 1620 dedicated traders) — and their stock holdings.

The new numbers bring added power to the site's targeting capability, says Kapner. Coupled with the site's "blast email", a function which allows you to send out personalized emails to a selected group, the new addresses allow you to reach key people quickly and accurately.

The database is updated constantly by a team of 25 full-time researchers, and members find this currency extremely important.

"The e-mail information is the best we've seen," says Jay Kraker, Managing Director of Kraker & Co., Inc. "Bigdough contains e-mail addresses for more than 80% of its contacts. In another leading database we've used, the percentage isn't half that. In some searches, Bigdough produced more than twice as many qualified prospects."

Right now, qualified professionals can use the site to target and email prospects at no charge. Once you have a private trial passcode, simply point your browser to www.bigdough.com.

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