



Dear Clients and Friends of TradersCoach.com, Inc.:

On behalf of my colleagues at **TradersCoach.com®**, I want to provide you with this overview of our most significant work during 2008. In addition, 2008 marked our 10th successful year in business as private and institutional traders and investors in over 41 countries worldwide have chosen **Applied Reality Trading®** as their trading system. In 2008, our Firm, as it has for the last 10 years, continued to advise traders and offered outstanding trading products & services such as the award winning **Applied Reality Trading®** system and the new **Trader's Assistant™** trade posting system & organizer.

In 2008, TradersCoach.com® products & services have continued to receive numerous industry awards and endorsements from traders around the world. We are fortunate to have acquired significant domains related to our industry, as well as, participating in successful trade shows and workshop presentations throughout the United States. **Applied Reality Trading®** again was featured at the **MoneyShow.com's "Trading Challenge"** during the New York Trader's Expo in 2008. Our strong partnerships with TD AMERITRADE, TradeStation, eSignal, and NinjaTrader continue to allow us to serve traders with quality, integrity, and great customer service.

Among some of our outstanding achievements in 2008 is the release of two books; **"The ART® of Trading"** and **"A Trader's Money Management System"** both becoming best sellers in our industry. In addition I am honored to have been selected by **TD AMERITRADE and TradeStation** to speak to at their events focusing on Money Management and the **ART® Trading & Investing System**.

Another great achievement in 2008 was adding the ART® Software to the TD AMERITRADE'S **QuoteTracker** Charting Platform, and being listed on the **TD AMERITRADE website as a trusted educational partner** and join **Derek Moore** on TD AMERITRADE'S **"Market Huddle"** educational webcasts serving all of TD AMERITRADE'S clients. I was also happy to be interviewed by **Stocks & Commodities magazine**, appear on the **Gabe Wisdom Business Network Radio Show**, and also with **Rob Booker's** radio show, and with **Online Trading Academy's Vince Rowe** radio show.

2008 also saw the start of our new **Thursday Evening Webcast Series** with industry experts such as **Larry McMillan, Larry Pesavento, and Adrienne Toghraie** just to name a few. These webcasts bring quality education to traders and investors around the globe!

This year promises to be another pivotal and exciting year for TradersCoach.com® as many new and exciting projects will come to market. The Firm is also coordinating

efforts to increase brand exposure, as well as continuing to be an integral part of the financial industry. The **ART® Software** will be available on more charting platforms in 2009 than ever before as we actively seek quality alliances with some of the best charting platforms and data providers in the industry. In addition, my next new book named "**The Survival Guide For Traders & Investors**" published by Wiley & Sons in New York will be released in the latter half of 2009.

As you read about our products & services developed by a trader for a trader, keep in mind that outstanding customer support and service is one of the key elements of our Firm which has been a major factor in our tremendous growth.

Reality-Based Trading & Investing System:

Applied Reality Trading® continues to receive endorsements from traders around the world, as well as, receiving industry awards such as the acclaimed "Reader's Choice Award" and high popularity votes at "Traders Resource". The **Applied Reality Trading®** system consists of a comprehensive Home-Study Course and Trading Software for both novice and experienced traders and investors. The **ART® Trading Software** identifies exact trade entries and exits based on key market reality-based information. Used together, the Home-Study Course and Trading Software provides traders of all experience levels the best possible chance for success in trading the financial markets. Our new book "**The ART® of Trading**" fully explains how the **Applied Reality Trading®** system trades the realities of the any market on any time frame.

Trade Posting Organizer and Trade & Risk Analyzer:

The **Traders Assistant™** received high marks in 2008 as being one of the best trade posting organizers on the market. Not only will The **Traders Assistant™** keep track of all your trades and get you organized, but it also provides key information to assist you in analyzing each and every trade from a micro level to a macro level. In 2008 we released the computerized version of the **Traders Assistant™** which takes money management and risk control to the next level. In this program we have incorporated the Risk-of-Ruin concepts from "**A Trader's Money Management System**" book so that the Trader's Assistant software can deliver the exact percentage a trader or investor should risk on each and every trade based on their actual trader's performance! No other software program can do this like the **Traders Assistant™!**

Risk Control & Money Management:

The **Trade Size Calculator™** continues to be one of popular software applications and it is no surprise why. This amazing money management tool is designed to calculate your maximum "Trade Size" on each and every trade so that you never risk more on then you should. The **Trade Size Calculator™** is based on proven risk control trade parameters and risk of ruin mathematics. The **Trade Size Calculator™** is sold separately but also is included in the ART® Home-Study Course. After you use this calculator, you will not know how you ever could have traded without it!

Trading Tutorials:

Our ***In-Person Trading Tutorials*** are second to none, period! Ask any student that has been to one and you will hear how much they learned and how beneficial it was for them.

Telephone Consultation Services:

This is how TradersCoach.com got started! In 1997 we became known as "The TradersCoach" and eventually trademarked the TradersCoach.com® name because it was so popular. These consultation services have helped traders from all walks of life, from novices just starting out, to seasoned professional traders needing help with their trading psychology, and to improve their trading skills.

In closing, I would like to wish all of you a most rewarding 2009. We remain most appreciative of the confidence you continue to place in our Firm, and we look forward to the challenges and opportunities ahead.

Sincerely,

Bennett A. McDowell, President & CEO
TradersCoach.com, Inc.

January 1, 2009