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StockTwits Selects Social Market Analytics to Provide its Active Traders With Enhanced Tools to Beat the Market
Partnership will deliver near real-time signals from Trader Conversations on StockTwits Platform

CHICAGO (July 29, 2014) - Social Market Analytics (SMA), the world leader in using big data to provide the financial industry with near real time signals that consistently and reliably predict specific stock movement (up or down), today announced a new partnership with StockTwits to provide active (day) traders with actionable intelligence to improve their winning percentage.

StockTwits is the number one social media platform for independent traders. Social Market Analytics monitors the tweets of 400,000 professional investors, media and known 'market movers'.   SMA's signals consistently outperform the market. In its partnership with StockTwits, SMA will be producing signals based on the announced intentions of highly active traders in the StockTwits community. Early tests on this new data indicate significant predictive value.

"Our trader community likes to win," said John Melloy, Chief Executive Officer of StockTwits. "Our users are the youngest and smartest of the retail trading world so we believe they will be clamoring for this sophisticated tool, which is based on their collective wisdom."

SMA Chief Executive Officer Joe Gits said, "This new partnership will eventually provide traders with up-to-the-minute alerts on sentiment change on the securities they follow. Ultimately, this program helps traders evaluate signals based on a series of factors and indicates intentions to buy, sell or hold. We're thrilled to offer this capability based on StockTwits' very serious trading community."

Social Market Analytics will provide StockTwits users with four reports with actionable trading intelligence per trading day (two pre-market open, a post open report and pre-close report). "If you are an active trader, you're going to enjoy being able to beat the market throughout each trading day," said Melloy.

StockTwits traders will be able to integrate these SMA tools into their trading models immediately.

About StockTwits

StockTwits is the leading communications platform for the financial community, and the creator of the $(TICKER) tag for identifying and following investing ideas and information across the web. StockTwits provides a specialized environment created specifically for investors, institutions, and market analysts where they can contribute, find and follow ideas about stocks, markets, trends, and more. In addition, StockTwits' integration with leading social networks and financial sites, including Twitter, Facebook, LinkedIn, Yahoo Finance!, CNN Money and Reuters, allows users to reach the broadest audience of viewers.

About Social Marketing Analytics
Social Market Analytics is a Chicago-based startup that now provides active individual and institutional investors (banks, hedge funds, brokerages) with streaming up-to-the-minute social media quantification and analysis that can help them to outperform the market. Its patent-pending technology has consistently proved that the tweets of professional traders can help both institutional and individual traders outperform the market. SMA was selected by NYSE and Markit to provide their members' access to reliable, up-to-the-minute social data sentiment signals.

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