

## **exchangeP Launches Virtual Private Company Stock Exchange at TechCrunch50**

*Find out what Facebook, Break.com and other private companies are really worth by trading virtual shares on exchangeP.com*

September 9, 2008 – exchangeP ([www.exchangeP.com](http://www.exchangeP.com)), a virtual stock exchange where users can buy and sell stock in privately held companies, was unveiled today at TechCrunch50.

Beginning today, anyone can sign up for a virtual account of \$100,000 to buy, sell and short the stocks of 75 of the hottest private companies, including all companies featured at the TechCrunch50 conference. Over time, additional companies will be added to the exchange. Each month, top traders will be awarded cash prizes.

### **How it works**

Each company listed on exchangeP is given a four letter ticker symbol and one million virtual shares of the company are created. Trading a share of a company is equivalent to betting on the future outcome of that company – IPO, Acquisition or Dead Pool. For example, if a company is currently trading at \$25.00 per share, exchangeP users believe the entire company is currently worth \$25 million.

“exchangeP uses the power of competitive trading markets to generate real time consensus valuations for private companies. Much like Wall Street valuations, exchangeP valuations are derived from the beliefs of many traders,” said co-founder Charles Katz.

### **About exchangeP**

exchangeP is a fantasy stock market for betting on the future of private companies. No consideration is required to enter and prizes are awarded to the top traders. exchangeP uses the collective wisdom of crowds to provide real-time consensus valuations of the hottest, most debated private companies. For more information or to begin trading, please visit [www.exchangeP.com](http://www.exchangeP.com)

### **About TechCrunch50**

Founded in 2007 by leading technology blog [TechCrunch](#) and entrepreneur Jason Calacanis, the TechCrunch50 conference provides a platform for early-stage, and frequently unfunded, companies to launch for the first time to the technology industry's most influential venture capitalists, corporations, angel investors, fellow entrepreneurs and the international media. Companies are selected to participate exclusively on merit. TechCrunch50 is supported by corporate sponsors [Google](#), Microsoft, [MySpace](#), Salesforce, MSN Money, Symantec, Thomson Reuters and [Yahoo!](#), as well as venture capital firms including [Sequoia Capital](#), [Mayfield Fund](#), [Clearstone Venture Partners](#), [Charles River Ventures](#), Founders Fund, Perkins Coie and [Fenwick & West](#).