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TORONTO, Sep. 12, 2008 (Canada NewsWire via COMTEX News Network) --

Over \$150,000 in cash and prizes are up for grabs as financialpost.com announced today that when the markets open on September 15, 2008 so too will Canada's first ever real-time [stock market](#) trading contest at stockstar.ca.

The four-month long game, presented by Canada's No.1 discount brokerage Credential Direct, allows players to buy, trade, sell and invest in stocks in real-time and get portfolio updates that mirror the beat of the market. Stock Star is powered by [stock market simulation](#) software developed by Stock-Trak Group which also powers the popular American game, Wall Street Survivor.

"We're thrilled to partner with financialpost.com to present this "first in Canada" opportunity for investors to prove their stock star status at the pace of the markets," said Lothar Fabian, Vice President, Credential Direct. "This is an excellent opportunity for Canadians to experience the world of self-directed [online trading](#). Investing novices can learn about the markets without risking their own cash, and experienced traders can see how their strategy stacks up against their peers."

"Players can research the markets, read journalist blogs and get industry analysis all powered by financialpost.com, Canada's go-to site for breaking business news and financial data analysis," says Jonathan Harris, Vice-President of Digital Media at National Post. "But, in the end, it's all about having fun - and competing for a chance to win as much as \$150,000 in cash and prizes."

Stock-Trak Group built the financialpost.com Stock Market Challenge to appeal to all traders from novices to market savvy, experienced traders. Mark Wolinsky, EVP at Stock-Trak says, "Unlike other fantasy stock market contests, the financialpost.com Stock Market Challenge not only allows participants to compete for prizes, but to reach out to one another and share trading ideas and tips through the online forums and community elements."

[The Stock Market](#) Challenge tracks players progress over the four-month period and at the end of the game the top players in each category Trader (players who execute 25 or more trades for the contest duration) and Investor (players who execute fewer than 25 trades for the contest duration) will each receive \$25,000 for first place, \$15,000 for a second place finish and \$10,000 for third place. Additional daily, weekly and monthly prizes will be awarded.

Pre-registration began on September 1st and the game runs until January 16th. The Financialpost.com Stock Market Challenge will be supported by an advertising campaign which includes print, online and television throughout the duration of the contest.

For complete rules and regulations and to register for the contest visit www.stockstar.ca

About National Post

National Post is a subsidiary of Canwest Global Communications Corp (www.canwest.com; TSX: CGS and CGS.A). An international media company, Canwest is Canada's largest publisher of paid English language daily newspapers and owns, operates and/or holds substantial interests in conventional television, out-of-home advertising, specialty cable channels, web sites and radio stations in Canada, New Zealand, Australia, Turkey, Indonesia, Singapore, the United Kingdom and the United States.

About Credential Direct

Established in October 2000, Credential Direct is an online brokerage delivering access to self-managed equity, mutual funds, bonds, and options trading to all Canadians. It has been ranked Canada's Best Overall online discount brokerage 5 times since 2004 by independent online brokerage reviews. Credential Direct is a division of Credential Securities Inc., providing full service brokerage to Canada's credit unions.

About Stock-Trak Group, Inc.

Stock-Trak Group, Inc, in existence since 1990, is a leading global provider of web-based stock market simulation and training products. Stock-Trak Group has three office locations in Montreal, Quebec; Mississauga, Ontario and Atlanta, Georgia and is divided into two distinct business units. Through its wholly owned subsidiary, Stock-Trak, Stock-Trak Group targets the academic and financial services markets with proprietary stock market simulation and training tools. [Wall Street Survivor](#), part of Stock-Trak Group's consumer division, targets online investing, trading and game enthusiasts with a market leading web 2.0 investment-oriented educational simulation and contest web site while replicating the real world stock market experience without the risk. Our media division is a full service marketing firm that operates an advertising based network of outdoor multimedia L.E.D. display screens.

SOURCE: CANWEST

SOURCE: National Post

SOURCE: News - Media

to arrange an interview or to register for the Media Challenge please contact: Phyllise Gelfand, Director of Communications, Canwest Publishing, (416) 442-2936, pgelfand@canwest.com