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TheStreet's Newest Series, Alpha Rising, Profiles the Women Who are Redefining Business as Usual

NEW YORK, July 5, 2017 /PRNewswire/ -- TheStreet, Inc. (NASDAQ: TST), a leading financial news and information provider, today announced the launch of its newest video series, **Alpha Rising**. Special correspondent and seasoned anchor, Tracy Byrnes, hosts the series with a mission to celebrate women business leaders who are changing the landscape of Corporate America.

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In her exclusive interviews, Byrnes sits down with women who are leaders of their industries to celebrate their successes and discuss their biggest challenges. Viewers will meet women at all stages of their careers, from Ford's Victoria Schein, who at the age of 23 holds 15+ patents for the company, to Carly Fiorina, who talks about her experience running for President and her biggest regret.

"**Alpha Rising** is so important right now," said host Tracy Byrnes. "Women are underrepresented in C-suites and in boardrooms — and yet they're out there doing amazing things. We just want to tell their stories and help push women forward and let them rise up. And as a long-time single working mom, this is a passionate project for me."

Alpha Rising launches today and will feature a new interview every day this week, followed by weekly segments. The series will include interviews from business leaders such as:

- | Jennifer Fleiss, Rent the Runway co-founder
- | Katia Beauchamp, Birchbox co-founder and CEO
- | Carly Fiorina, former Hewlett-Packard CEO and presidential candidate
- | Vanessa Ogle, CEO, Enseo

To view the debut feature and additional clips of **Alpha Rising** exclusive interviews, [click here](#).

- | [Jane Elfers, CEO, The Children's Place](#)
- | [Kerrie MacPherson, Partner, EY](#)
- | [Deepa Purushothaman, Managing Principal, Deloitte Consulting](#)

"**Alpha Rising** is the first of many new video features debuting on *TheStreet*," said Julie Bennett Iannuzzi, Head of Business Development, Video/Social Strategy & Production. "We've seen explosive video growth, 553% on platform in the last 6 months, and this is just the beginning!"

For more information about **Alpha Rising**, [click here](#).

About TheStreet, Inc.

TheStreet, Inc. (NASDAQ: TST, www.t.st) is a leading financial news and information provider to investors and institutions worldwide. The Company's flagship brand, TheStreet (www.thestreet.com), has produced unbiased business news and market analysis for individual investors for more than 20 years. The Company's portfolio of institutional brands includes The Deal (www.thedeal.com), which provides actionable, intraday coverage of mergers, acquisitions and all other changes in

corporate control; BoardEx (www.boardex.com), a relationship mapping service of corporate directors and officers; and RateWatch (www.rate-watch.com), which supplies rate and fee data from banks and credit unions across the U.S.

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