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TheStreet and Journal Register Company Enter Strategic Content-Distribution Agreement

TheStreet to Supplement Journal Register's Properties with National Business, Personal Finance, and Financial Markets Coverage

NEW YORK & YARDLEY, Pa., Mar 28, 2011 (BUSINESS WIRE) -- TheStreet (Nasdaq: TST (TheStreet)), a leading digital financial media company, and the Journal Register Company, a leading local news and information company, today announced that they have entered into a strategic content-distribution agreement whereby the companies will integrate and cross-promote certain content and services. TheStreet's national business, financial markets and personal finance editorial will power the coverage of these topics in the Journal Register's various print and online properties and TheStreet will integrate select Journal Register local business coverage into its network of sites. Terms of the agreement were not disclosed.

TheStreet CEO Daryl Otte said, "We are delighted to partner with the Journal Register in making TheStreet's high-value content dedicated to national business, personal finance and financial markets coverage available across the Journal Register's numerous print and online properties. This is an exciting opportunity, consistent with a number of distribution arrangements we have made recently, which will introduce our brand of quality, independent and original financial journalism to an even broader audience. The Journal Register is an ideal partner - a forward-thinking, aggressive organization that values differentiated, professional and in-depth content. This partnership is further testament to the depth and breadth of coverage by our award-winning content teams and our roster of experts, all contributing to our network of sites each day. The Journal Register's localized business content stands for the same principles and the integration of their expert coverage of local matters, set in the context of broad financial market coverage, will be welcome added value for the users of our network."

"The Journal Register is in the business of delivering the best product to our users, whether that comes in the form of editorial content curated in-house or, in this instance, a strategic partnership with TheStreet, a leader in the financial services vertical," said John Paton, CEO of the Journal Register Company. "This deal greatly expands our company's overall offerings and, at the same time, enables each of our respective properties the ability to use their news teams more effectively with a particular focus on local news. We are extremely excited to be working with TheStreet in what promises to be a very well received, mutually beneficial venture."

About TheStreet

TheStreet.com, Inc. is a leading digital financial media company that distributes its content through online, social media, tablet and mobile channels. The Company's network of brands include: TheStreet, RealMoney Silver, Stockpickr, Action Alerts PLUS, Options Profits, ETF Profits, MainStreet and Rate-Watch. For more information on TheStreet's business, visit www.t.st. For financial and business news, actionable trading ideas, stock quotes and more, visit TheStreet.com via your web browser, follow TheStreet on Facebook and Twitter, visit TheStreet.mobi from your mobile device and access TheStreet through all major tablet platforms.

About Journal Register Company

Journal Register Company is a leader in local news and information serving 992 communities in 10 states. The Company's 324 multi-platform products reach an audience of 16 million people each month. For more information visit the company website at www.JournalRegister.com.

SOURCE: TheStreet.com, Inc.

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