

**FOR IMMEDIATE RELEASE**

**Hollywood Stock Exchange (HSX) Now Featured in the Globe and Mail, Movie Predictions from the popular entertainment market added to Canada's National Newspaper**

Los Angeles, California, November 29, 2004 - Hollywood Stock Exchange (HSX), the longest, continuously operating, commercial predictive market, today announced that they will begin providing share price information to The Globe and Mail. The Globe and Mail's Friday Review section "7" will include HSX share price predictions of movies. This added feature will help readers judge the likely popularity of films opening that weekend.

Members of the academic community who have studied HSX share prices and predictive markets in general, have confirmed the accuracy of results produced by Hollywood Stock Exchange's patented "Virtual Specialist" technology.

*"HSX is a fine example of the power of predictive markets,"* said Anita Elberse, Assistant Professor at Harvard Business School. *"Because HSX share prices reflect the views of thousands of movie enthusiasts, they typically provide precise insights into how movies will perform at the box office, and are an interesting addition to movie reviews."*

Government and business organizations are increasingly utilizing predictive markets such as HSX to improve their forecasting.

*"Having our movie stocks and predictions listed in such a respected national newspaper reaffirms the value Hollywood Stock Exchange offers the media and entertainment communities"* said Alex Costakis, Managing Director, Hollywood Stock Exchange.

Since its establishment in 1996, HSX has registered over 1 million users. HSX share prices reflect an estimate of box office take. Share prices of wide-release films equate to HSX Traders' prediction of 4-week domestic box office, and share prices of limited-release films equates to a prediction of 12-week domestic box office.

**About Hollywood Stock Exchange, LLC:**

The Hollywood Stock Exchange, LLC is an integrated marketing, research and technology company driven by its patented entertainment stock market. The Company's Virtual Specialist™ technology allows an unlimited number of consumers to trade thousands of virtual entertainment securities in a fair and orderly, supply-and-demand-based market. Founded in 1996, HSX is now a subsidiary of Cantor Index Holdings, L.P. and an affiliate of Cantor Index Limited, a leading online financial spread-trading firm.

HSX is headquartered in Century City, California.

**About The Globe and Mail**

The Globe and Mail, Canada's National Newspaper, is a division of Bell Globemedia, a dynamic multi-media company, which also owns CTV Inc., Canada's number-one private broadcaster.

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