



Dear Clients and Friends of TradersCoach.com, Inc.

On behalf of my colleagues at **TradersCoach.com**®, I want to provide you with this overview of our most significant work during 2011 and what's ahead for 2012.

2011 was another very good year for our firm and marked our 13th successful year in business as private and institutional traders and investors in over 54 countries worldwide have chosen **Applied Reality Trading**® as their trading system. Our Firm, as it has for the last 13 years, continued to advise traders and offered outstanding trading products & services such as the award winning **Applied Reality Trading**® system and the numerous new products and services we have to provide traders around the globe first class results.

In 2011, TradersCoach.com® has continued to receive numerous industry awards and endorsements from traders around the world. We are fortunate to have acquired significant domains related to our industry, as well as, participating in successful trade shows and workshop presentations throughout the United States. Our first TradersCoach.com Financial Freedom Summit was held in San Diego in January 2011 and was a huge success. As we look ahead to 2012 we have many leading-edge projects planned from new software development to educational services. Our aim is to provide traders around the world with leading edge trading software and educational services.

Among some of our outstanding achievements in 2011 is the release of my new book in November called **"The Survival Guide For Traders"** published by New York publisher Wiley & Sons which is already a big seller receiving great industry and consumer reviews and scoring 5 star reviews at Amazon.com! We also created and developed the new OWL & PTF Indicators in 2011 along with releasing the ART® Trading, ART® Scanner, PTF & OWL Indicator Software on MetaTrader 4, MetaTrader 5, and MultiCharts. 2012 looks to be another great year of growth for our company!

I continue to enjoy appearing on the **Gabe Wisdom Business Network Radio Show** monthly and writing articles for various blogs and magazines.

Our alliance with the **Beacon Coaching Group has been fantastic** as our clients have flocked to Beacon for one-on-one coaching. Feedback has been terrific and Bennett has personally selected the Beacon Coaches to work with his students and traders.

This year as in previous years TradersCoach.com's **Thursday Evening Webcast Series** with industry experts has continued to be well attended and popular. These webcasts bring quality education to traders and investors around the globe! We also added two new real-time webcast events to our lineup in 2011 which will continue in 2012. These include **Bennett's Wednesday Pre-Market Brief for TradeStation Securities** and **Bennett's Live Trading webcast session each Wednesday**. Both of these have been big hits in 2011!

This year promises to be another pivotal and exciting year for TradersCoach.com® as many new and exciting projects will come to market. The Firm is also coordinating efforts to increase brand exposure, as well as continuing to be an integral part of the financial industry. The **ART® Software** will be available on more charting platforms in 2012 than ever before as we actively seek quality alliances with some of the best charting platforms and data providers in the industry.

As you read about our products & services developed by a trader for a trader, keep in mind that outstanding customer support and service is one of the key elements of our Firm which has been a major factor in our tremendous growth.

Reality-Based Trading & Investing System:

Applied Reality Trading® continues to receive endorsements from traders around the world, as well as, receiving industry awards such as the acclaimed "Reader's Choice Award" and high popularity votes at "Traders Resource". The **Applied Reality Trading®** system consists of a comprehensive Home-Study Course and Trading Software for both novice and experienced traders and investors. The **ART® Trading Software** identifies exact trade entries and exits based on key market reality-based information. Used together, the Home-Study Course and Trading Software provides traders of all experience levels the best possible chance for success in trading the financial markets. Our new book "**The ART® of Trading**" fully explains how the **Applied Reality Trading®** system trades the realities of the any market on any time frame.

Trade Posting Organizer and Trade & Risk Analyzer:

The **Traders Assistant™** received high marks in 2008 as being one of the best trade posting organizers on the market. Not only will The **Traders Assistant™** keep track of all your trades and get you organized, but it also provides key information to assist you in analyzing each and every trade from a micro level to a macro level. In 2008 we released the computerized version of the **Traders Assistant™** which takes money management and risk control to the next level. In this program we have incorporated the Risk-of-Ruin concepts from "**A Trader's Money Management System**" book so that the Trader's Assistant software can deliver the exact percentage a trader or investor should risk on each and every trade based on their actual trader's performance! No other software program can do this like the **Traders Assistant™!**

Risk Control & Money Management:

The **Trade Size Calculator™** continues to be one of popular software applications and it is no surprise why. This amazing money management tool is designed to calculate your maximum "Trade Size" on each and every trade so that you never risk more on then you should. The **Trade Size Calculator™** is based on proven risk control trade parameters and risk of ruin mathematics. The **Trade Size Calculator™** is sold separately but also is included in the ART® Online Home-Study Course. After you use this calculator, you will not know how you ever could have traded without it!

In closing, I would like to wish all of you a most rewarding 2012. We remain most appreciative of the confidence you continue to place in our Firm, and we look forward to the challenges and opportunities ahead.

Sincerely,

Bennett A. McDowell, President & CEO

TradersCoach.com, Inc.

January 1, 2012