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Financial powerhouses block the on-line trader DALBAR releases review of on-line brokerage web sites

(Boston, MA. - May 3rd, 2010) DALBAR, Inc. announced today the release of its review of on-line brokerage web sites. This review compared the usefulness of 16 leading on-line brokerage web sites and found that the large, traditional financial services firms such as Bank of America, Fidelity, Vanguard make it very difficult to transact. Customer log-in and open account buttons are small and require detective work to find.

In contrast, other organizations have created websites with an understanding of these on-line traders in mind. Sites such as E*Trade, Scottrade, SiebertNet, TD Ameritrade, and TradeMONSTER excel in providing both an easy way to trade and education tools that are easy to understand and intuitive.

E*Trade and TradeMONSTER clearly have the on-line trader in mind:

E*Trade's home page has an intuitive tool bar and a "before you trade tips" video. Opening an account is simple and live chat is available if needed. Prominent getting started buttons are available on most pages.

TradeMonster uses plain English to describe how to use the site, offering customizable tools, with built in help options and videos and a straightforward commission schedule that compares their fees to their competitors.

For more information on DALBAR's On-Line Brokerage Web Site Review or DALBAR's Web Site evaluation services, please visit the web site at www.dalbar.com or contact Courtney O'Leary-Lima at 617-624-7285 or coleary@dalbar.com.

DALBAR, Inc. has been a leading third-party evaluator in the financial services industry since 1976. With offices in the U.S., Canada and London, DALBAR develops standards for -- and provides research, ratings and rankings of -- the many factors that influence a firm's overall customer-service experience. Such factors include public Web sites and proprietary portals, print communications, interactive voice response units, call centers, and financial adviser services.

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