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**PRESS RELEASE****ShareCrazy Re-Launches its Share Trading Website and an All New Subscription service with a Bespoke IT Solution****Sigmer Technologies maintains secure site with move to multiple subscription model and additional trading tools**

London, 1st December 2004, ShareCrazy, the online share-trading website for private investors, has re-launched its website to incorporate live, streaming share information, detailed trading and fundamental data, and other sophisticated tools to help frequent traders. ShareCrazy's move to a subscription based service and additional share trading tools and information means it now offers a one-stop-shop facility for most levels of investment.

ShareCrazy has enjoyed considerable success with the previous trading website, which has the unique style of being a mass-market trading and information site that is equally easy to use for non-investors and committed-investors alike. It was important to ShareCrazy that the re-launched website maintained this accessibility, whilst providing more options for users as well as attracting more customers, both serious and casual.

ShareCrazy appointed Sigmer Technologies, providers of bespoke software solutions and extensive website expertise, to ensure that their specific requirements for the new site would be realised. Sigmer Technologies' brief was challenging, as it had to retain the easy navigation of the site as well as ensure members on different subscription packages could move seamlessly and securely around the ShareCrazy site and third-party sites accessed through the ShareCrazy site. Additionally, ShareCrazy managers wanted assurance that the new site provided them with the ability to manage and maintain the website on an ongoing basis.

"We had a demanding wish list for Sigmer Technologies, which they have proved more than capable of delivering," said Alan Green, Co-founder of ShareCrazy. "It was very difficult porting across all the old data but they managed it. Sigmer realised very quickly our long-term vision of the 'one-stop-shop' for the investor and trader. We will want to offer new services in the future and the design and structure of the new site will enable us to make additions without the need for external expertise."

Adding a subscription service for the new tools and data to the existing and highly successful share trading site meant that security was of paramount importance. Ensuring security for the subscription members, who have varying levels of access to the ShareCrazy site depending on their subscription type, was vital. Sigmer had to make sure that the 'freebie' users of the new site were not able to access the paid for information pages, which are only available to the higher-level 'Supermarket' or 'Hypermarket' subscribers. Similarly, they had to ensure the Supermarket members couldn't access areas designated solely for Hypermarket subscribers. The Supermarket is available at £3.99 per month and the Hypermarket subscription is £39.99 per month.

A dark purple banner with the text "considered IT solutions" in a white, lowercase serif font. The background of the banner shows a close-up of a person's hair.

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Sigmer also had to create a system of strict authentication that prevents more than one person logging onto the same account at the same time. When a certain page is requested from the main system, this action starts up a session on a third-party site with periodical safety checks confirming this one user is active on the site. The new design had to track and verify the identity of the users as they move across the different hosted sites, whilst keeping the user permanently logged in without having to re-register on each host page. This maintains ShareCrazy's aims to provide an easy to use trading and information website, without compromising user security as it ensures that the third-party sites do not send requested information to an impostor.

Nigel Gill, Senior Operations Manager of Sigmer Technologies, said, "ShareCrazy's brief was very challenging, specifically because of the need for seamless movement and continuity between the multi-host sites, as well as the stringent security measures. Establishing security checks within one host site is very simple, but creating them to transfer across several host sites is a very complicated process. There was also the matter of downtime on the launch day when the new content design was transferred to the website. In the end we were able to reduce the length of time that the site was down to just one hour."

Continuity of appearance between the sites was also part of the design brief from ShareCrazy. As the original design worked well, Sigmer only had to change the design of the templates. Sigmer separated the design from the layout and used style sheets to implement the design and layout. Sigmer completely rebuilt the way the site pages were constructed by using a template system comprising of a series of four or five different templates that covered the different sections of the website. In order to ensure that the client could manage the site automatically, the new templates were designed so that new sections could easily be added on at a later date. The templates also facilitate the assigning of access to different areas for the varying subscriber levels by ShareCrazy, so that user security is guaranteed under client management. The use of these style sheets ensured that the new system was easy to maintain, and with minimal effort on the part of ShareCrazy.

Sigmer worked on the content for all of the ShareCrazy hosted sites and had to ensure content continuity. An additional major concern was ensuring that ShareCrazy's cartoon private investor, Joe Public, appeared on the right pages at the right time – regardless of the page host. Joe Public accompanies the user throughout the website in various guises, for example as 'Hyper Joe' for the 'Hypermarket' subscribers. As with security, this was also a challenge for Sigmer as it involved creating rules across multiple-host sites.

## About Sigmer Technologies

Sigmer Technologies was founded in 1999 and is based at the Sussex Innovation Centre. The company's carefully balanced team of specialist programmers, designers and consultants has attracted a number of high profile clients, including: British Sky Broadcasting; The International Save the Children Alliance; Memorex; Apex Car Rental; and History.uk.com. By combining traditional computer technology with advanced cutting edge innovation, Sigmer provides a full range of programming, web design and Internet and IT based services individually tailored to meet clients' needs. More information about the company can be found at [www.sigmer.com](http://www.sigmer.com).

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**About ShareCrazy**

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ShareCrazy was co-founded by Malcolm Stacey and Alan Green after they became bored with characterless online trading and share-information sites. They wanted to create a site that was accessible to the mass-market, providing tips and information in an easy to follow manner that was less daunting in style than the existing trader websites. ShareCrazy is cyber-hosted by the cartoon character Joe Public who represents the opinions and interests of the private investor and is found throughout the website guiding the users. ShareCrazy does not offer investment advice, and is an Appointed Representative of Hoodless Brennan & Partners Plc, an established stockbroker. The ShareCrazy Trader service provided is administered by Hoodless Brennan & Partners Plc, who are authorised and regulated by the Financial Services Authority, registered number 155104 and members of The London Stock Exchange, OFEX and NASDAQ Europe. More information about ShareCrazy can be found at [www.sharecrazy.com](http://www.sharecrazy.com).

A dark, textured banner with a purple and blue gradient. The text "considered IT solutions" is written in a white, italicized serif font. The background of the banner appears to be a close-up of a plant or a similar organic texture.

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