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New Management Cruisin' and Continued Progress on the Horizon

TheStreet, Inc. Announces Initiation of Research Coverage by Northland Capital Markets with an Outperform Rating

NEW YORK, Dec. 14, 2017 /PRNewswire/ -- TheStreet, Inc. (NASDAQ: TST), a leading financial news and information provider, announced today that Northland Capital Markets, a full-service, research-driven capital markets group focused on growth companies and their institutional investors, commenced research coverage of TheStreet, Inc.



Mike Grondahl, Senior Research Analyst for Northland Capital Markets, authored the report entitled, *New Management Cruisin' and Continued Progress on the Horizon*.

The report highlights new members of the management team, the progress that has made over the past 18 months, as well as the opportunities for continued growth. "New management is making clear progress," Grondahl said. "Since their arrival the team has trimmed expenses, added key people in content and distribution and invested in technology."

"We are pleased to have the research coverage of Northland Capital Markets commence on TheStreet, Inc. which validates our work to diversify our product offerings and market them globally to both individual and institutional investors," said David Callaway, Chief Executive Officer.

Chairman of the Board, Larry Kramer commented, "I'm thrilled that our efforts to evolve TheStreet, Inc. into a more sophisticated financial news, data and information company has been noted by Northland Capital Markets, which has a reputation for smart, in-depth and balanced analysis. We'll looking forward to more industry observation of TST as the company continues to grow."

Contact: John Evans, Investor Relations, PIR Communications, 415-309-0230, IR at thestreet.com.

About TheStreet, Inc.

TheStreet, Inc. (NASDAQ: TST, www.t.st) is a leading financial news and information provider to investors and institutions worldwide. The Company's flagship brand, TheStreet (www.thestreet.com), has produced unbiased business news and market analysis for individual investors for more than 20 years. The Company's portfolio of institutional brands includes The Deal (www.thedeal.com), which provides actionable, intraday coverage of mergers, acquisitions and all other changes in corporate control; BoardEx (www.boardex.com), a relationship mapping service of corporate directors and officers; and RateWatch (www.rate-watch.com), which supplies rate and fee data from banks and credit unions across the U.S.

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