

Press Release

Little Yim launches its stock market of people worldwide at SAP Open

San Francisco, CA – February, 21, 2008 – As a corporate sponsor, Little Yim launches its stock market of people worldwide at the SAP Open, the ATP professional men's tennis tournament held at the HP Pavilion in San Jose from February 18-24, 2008.

Little Yim presents the world's first stock market of people: The Jock Market. The company is generating momentum globally in applying economic concepts to professional sports. It seeks to utilize the ability of financial markets to effortlessly and quickly raise a significant amount of money for athletes.

The SAP Open has a tradition for building champions from younger, lesser-known players. The tournament's official slogan is "Where the greats got great," which fully captures its dedication to recruiting young talent and providing them with a chance to compete against the world's best players.

Andy Murray won the title in 2006 as an unknown player with a ranking of No. 422 in early 2005. He defended his title in 2007, making the SAP Open his first two ATP tour titles. Tournament director Bill Rapp had recognized Murray's potential at a July 2005 Aptos challenger tournament and recruited him to play at the SAP Open. Since his first ATP tournament win at the SAP Open in 2006, Murray has risen quickly to the top with a current ranking of No. 11.

"We are thrilled at the opportunity to launch Little Yim's stock market of people worldwide at the SAP Open. The SAP Open's efforts in providing lower ranked, but high potential players, with a chance to compete reflects Little Yim's corporate values of supporting athletes in realizing their dreams," said Cindy Yim, founder & CEO of Little Yim Corp.

At the 2008 SAP Open, the tournament tradition continues as lower ranked players make their mark. Chris Guccione, who is ranked No. 87, came within several points of defeating top seed and tournament favorite Andy Roddick on Wednesday night before losing 3-6, 7-6 (3), 6-7 (5). With a ranking in the No. 700s, Tim Smyczek played his way through the pre-qualifying and the qualifying rounds to earn a spot in the main draw, ultimately losing to Mardy Fish in the first round. Kei Nishikori, the 18-year old who stunned fans last week by winning at Delray Beach to become the youngest player to win an ATP title since Lleyton Hewitt won in Adelaide in 1998, will be playing against Roddick tonight.

About Little Yim

Little Yim presents the world's first stock market of people: The Jock Market. It is a financial investment company that raises funds for professional athletes through its stock market of people. Public investors buy stock in professional athletes listed on the Little Yim stock market. Athletes receive the investment proceeds to improve the quality of their training and to cover the costs of travel, tournament fees and other expenses. The company removes the financial constraints to accelerate an athlete's development.