



Architects of electronic trading innovation.

Fortunately, in February of 2006, NinjaTrader was introduced to Jane Rubin through a mutual acquaintance. I say fortunately because Jane possesses a rare and unique set of skills that combines Conceptualization, Design, Writing, Website Development, and SEO knowledge, with an individual who also understands our industry. The fact that Jane is also a licensed Futures and Options broker greatly facilitated her ability to understand our business requirements.

NinjaTrader provides an industry leading front-end trading application for Futures, Forex, and Equities traders. Prior to that time, NinjaTrader had created a basic website with a focus on electronic commerce to automate the purchase of our application, but it did not convey the type of brand image we desired.

It was decided in January of 2006 that we needed a revised website and updated branding to increase market visibility, brand identity, and overall business opportunities. In highlighting our goals to Jane she has quickly envisioned how to best project both a bold brand identity as well as the complexities of our line of products and services, in a style that is clean, corporate and elegant.

The program was quite a success and we base this on our personal view of the website delivered, but even more importantly from the response of our prospects, clients, and partners. The clean and corporate feel of the new website had an immediate and positive impact that resulted in increased brand recognition and a spike in new business opportunities.

We were so pleased with the results that we immediately renewed her contract and gave her additional projects that have included print collateral and advertising, trade show advertising, interface design, and a complete re-branding that reflects our expanded line of product and services. Jane is the consummate professional and completed these projects in a timely manner, meeting the tight deadlines we presented.

In closing I would like to state that we have sincerely enjoyed working with Jane and are currently reaping the benefits from her work. NinjaTrader, LLC is providing a strong recommendation for anyone who wants to increase or create brand awareness, especially those in the financial sector.

Sincerely,

**John Gromala**  
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