

Attn: Trading and Market Making / Legal and Compliance / Operations / Systems
UNIFORM PRACTICE ADVISORY (UPC # 032-2007) November 30, 2007

Fortune Market Media, Inc. - Common Stock (OTC: FTMM)

On November 8, 2007, a name and symbol change for Medcap Corp. (MPCPF) to Fortune Market Media, Inc. (FTMM) was announced on the Other-OTC/PORTAL Daily List with an effective date of November 9, 2007. On November 9, 2007, a 1-1000 reverse stock split and symbol change to "FTMMD" was announced on the Other-OTC/PORTAL Daily List with an effective date of November 13, 2007. Consequently, the new CUSIP (349660100) traded on a pre-split basis on November 9 and 12, 2007 and commenced trading on a post-split basis on November 13, 2007.

Because the reverse stock split was effected without an additional new CUSIP number, pre-split and post-split transactions are co-mingled at The National Securities Clearing Corporation (NSCC) for trades executed on November 9 and 12, 2007 in CUSIP 349660100. To address this issue, FINRA has instructed NSCC to adjust the net settlement positions for trades executed on November 9 and 12, 2007 (which settled on November 15, 2007) in CUSIP 349660100 to reflect post-split share amounts. NSCC will pay cash in lieu of fractional shares at a rate of \$0.00578.

Questions regarding participant position adjustments at NSCC should be directed to: Victor Skolnik at 888-382-2721, option 4.2.1.

Questions regarding this Advisory should be directed to: Market Integrity Department, 203.375.9606.