

## ONE QUESTION

### CAN A FORMER EQUITY ANALYST'S GOSSIPY BLOG TURN WALL STREET INTO THE NEW HOLLYWOOD?

Ever want to know what really happens on Wall Street? Now's your chance. Launched in March, **DealBreaker.com** says it goes inside the financial world, but not for stock tips. The website is full of business gossip and snarky reactions to financial results. DealBreaker covers everything from **Kenneth Lay's** trial to how much gas would cost in gold, reflecting founder and former editor of media gossip blog **Gawker.com** **Elizabeth Spiers'** experience in celebrity journalism. "Business would be better if people were as aggressive with business figures as they are with celebrities," she says. What's missing? Canadian coverage. Spiers doesn't mind if an enterprising Canuck wants to start their own blog though—she'll even link up to it.

BRYAN  
BORZYKOWSKI

Gossip  
blog  
founder  
**Elizabeth  
Spiers**

