

IMPORTANT NOTICE

National Securities Clearing Corporation



The Depository Trust &
Clearing Corporation

A#6536

P&S #6106

DATE: December 3, 2007

TO: All Participants

ATTENTION: Managing Partner/Officer; Cashier, Manager,
Reorganization Department

SUBJECT: Medcap Corp. – CUSIP 58404V101
Fortune Market Media Inc. – CUSIP 349660100

Please refer to NASD UPC Notice number 032-2007 dated November 30, 2007 with regard to the above mentioned securities (available at www.nasdaqtrader.com, and also attached below).

In order to comply with the provisions of the UPC Notice, NSCC will adjust participants net positions for trades that were executed in Fortune Market Media Inc. CUSIP number 349660100 on Trade Dates November 9, 2007 and November 12, 2007 (which Settled on November 15, 2007¹) to reflect the 1 – 1000 reverse split.

These adjustments will be processed on Settlement Date December 3, 2007 and will appear on participants CNS Miscellaneous Activity Reports as a Code 71, Trade Adjustment.

Questions regarding these adjustments should be directed to Victor Skolnik at (888) 382-2721 (option 4.2.1), DTCC Relationship Services at (888) 382-2721 (option 5) or Louis Recco at (212) 855-5708.

Kevin Brennan
Director, Operations
DTCC

¹ Double Settlement Day



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.