

Our all new Analytical Perspective printed service is designed to help increase your efficiency and effectiveness for portfolio management.

Features:

The Analytic Perspective is a natural evolution to our classic Data Monitor® stock portfolio monitoring service:

- Comprehensive, fast, and saves time
- Summary and Market Reports, including color coding and percentile detail for quick assessment of strengths and weaknesses
- Enhanced Negative Alert Matrix, which can serve as an early warning system while monitoring your lists
- One page comparison of your stocks to the greatest past winners
- New colorized charts for ease of viewing
- Premier service, complimenting WONDA®

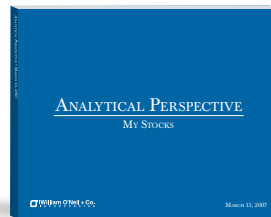
Customization Options:

Truly customize your Analytical Perspective with the following options:

- Choose up to 12 fundamental or technical Mini-Charts from a selection of 28 metrics and 14 Top 10 Lists
- Daily charts with your choice of either Top 10 or Accumulation/Distribution
- Refined weekly Datagraphs™
- Latest IBD news stories

THE NEW FRONTIER IN PORTFOLIO MONITORING AND EVALUATION

Available now, our all new Analytical Perspective is complete with new colorized Datagraphs, Mini-Charts, Top 10 Lists, and Summary Reports for a quick review of your portfolio or watch list.



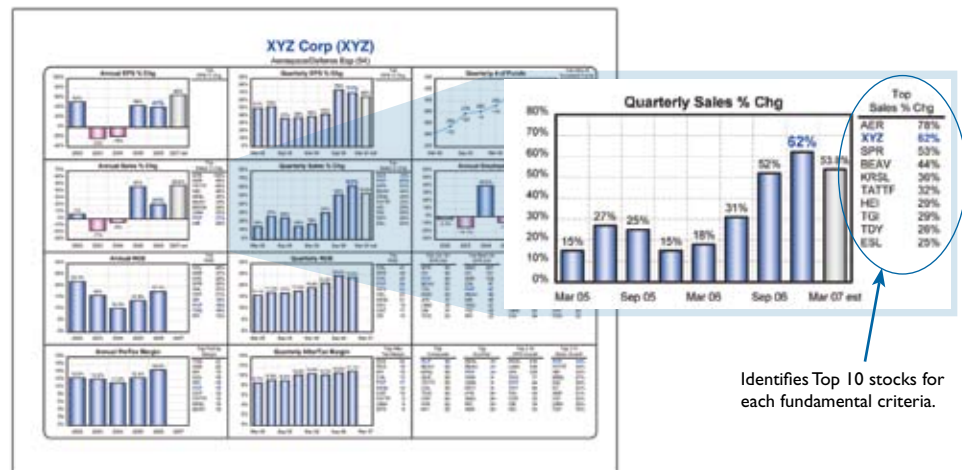
This new service provides one of the fastest ways to evaluate and analyze your portfolio of stocks. Review your stocks and portfolio just as quickly as you can flip through the pages. The book is designed to help you quickly spot areas of interest or concern. This service is a great compliment to your existing resources, providing the initial source for identifying those stocks that may require further research and detailed analysis.

CUSTOMIZABLE, COMPREHENSIVE AND FAST

Two customizable pages are devoted to each stock displaying the key fundamental and technical data relevant for evaluation of your stocks. Choose the metrics to follow which best suit your method of evaluating stocks based on your investment discipline. Select from 28 distinct Mini-Charts and 14 Top 10 Lists to display. For your convenience, we've developed preset formats that may be used as a guideline to customize Mini-Charts that are relevant to your stock selection.

Numerous Top 10 Lists will also be included with the Mini-Charts, depicting the leaders within your stock's industry group for the chosen metric. The charts provide an at-a-glance view of how the stock is performing relative to its peers in the industry, and can help you spot other leading stocks.

Mini-Charts



Identifies Top 10 stocks for each fundamental criteria.

Analytical Perspective



New colorized Datagraph

With two pages available, the second page can display our new colorized proprietary Datagraphs, or our colorized Daily Charts with either Top 10 or Accumulation/Distribution formats. We've taken meticulous care in creating clear crisp images to help you quickly review each stock. You can easily discern nuances in stock movement with the price/volume color coding.

All the vital information you need is now under one easy to read resource. We've eliminated the need to search through voluminous reports, analysis, or other services for this data. Our Mini-Charts and Datagraphs combination create an indispensable single resource for your stock analysis.

Printed with Friday's data and delivered to your home or office over the weekend, you'll have the information you want on the key matrices for each of your stocks, before the market opens on Monday.

ENHANCED PORTFOLIO REPORTS

To help focus your evaluation and assessment of your portfolio, Analytical Perspective will comprehensively display valuable portfolio reports including:

- Current Annual Estimate
- Datagraph Ratings
- Composite/Relative Strength/Accumulation/Distribution
- 3 Year Annual Earnings Growth Rate & Stability

As a bonus we've added, for the first time ever, a comparison of your stocks to the greatest stock market winners. See how your portfolio and your benchmark stacks up against key variables found in winning stocks prior to their big moves. These include the proprietary ratings and rankings developed through our exhaustive data research model book study of the greatest stock market winners.

Another feature is our enhanced Negative Alert Matrix, based on our historical analysis of the market, displaying a number of variables that were found to be key indicators before a stock broke down. Each of these variables is identified as an alert, and when added together in a matrix, create an invaluable early warning system for your stocks. The Negative Alert Matrix is provided in both weekly and 10 week formats for a broader perspective.

O'Neil Ratings	
Composite Rating	
EPS Rating	
Relative Strength Rating (12 Months)	
Accumulation / Distribution	
Sales, Margins, ROE Rating	
Relative Strength Below 65 (% of Stocks)	
Datagraph Rating	
Industry Group Ranking	
Earnings	
EPS Annual Growth Rate (3 Year)	
EPS Annual Stability (3 Year)	
EPS Annual Growth Rate (5 Year)	



CUSTOMER SERVICE

At William O'Neil + Company, we are committed to customer service excellence. Our staff of friendly, professional, and knowledgeable associates are prepared to assist you in developing your personalized Analytical Perspective printed service. They are prepared to help you set up your preferred fundamental charts, and create formatting and sorting options for your portfolio or watch list.

Contact your Account Executive to start your new printed service today.

Institutional inquiries only, please.