

STANDARD  
& POOR'S

# NetAdvantage

Which small-cap growth funds have performed well recently?

Can you get me a list of all securities dealers in Minnesota?

I need a list of airline stocks and their average P/E ratios for the last five years by five o'clock. Can you get it?

Is this a good time to buy bonds?

Which mutual funds have performed best in bull markets?

Fast **ANSWERS** to Your  
Toughest Business and  
Investment Research Questions

YOUR CONFIDENCE IS SHOWING.  
YOU'VE GOT STANDARD & POOR'S.

# Many Questions. One Answer: Standard & Poor's NetAdvantage

[www.netadvantage.standardandpoors.com](http://www.netadvantage.standardandpoors.com)

As a business information professional, you field questions on a wide range of financial and investment topics every day. To you, fast, accurate, quality information counts above all else.

Standard & Poor's NetAdvantage puts you in touch with the information you need — when you need it. Powerful new search capabilities and an enhanced, user-friendly site design offer easy access to Standard & Poor's industry-leading research on companies, industries, stocks, bonds, funds, and the economy.

## Companies/Stocks

**Stock Reports** — The largest universe of qualitative research offered by an independent provider.

**Corporation Records** — Data on more than 10,000 public companies. Recognized for excellence by *The Library Journal*.

**Register of Corporations, Directors, and Executives** — Essential information on more than 100,000 companies, 85,000 of which are privately held.

**Company Profile** — A new feature that replaces the Stock Guide, Earnings Guide, and Dividend Record publications, combining data from all three in a comprehensive new HTML report.

**The Outlook** — Standard & Poor's weekly investment advisory newsletter — a valued resource for more than 80 years.

## Funds

**Mutual Fund Reports** — Analysis on more than 15,000 funds based on Standard & Poor's stars ranking system.

**Regular Features From Standard & Poor's Experts** — Including Fund Insight, Fund Strategies, Fund Spotlight, and FUNDamentals.

## Industries

**Industry Surveys** — Reports on 50+ industries and 110+ sub-industries. Top-down research begins with these comprehensive reports.

**Trends & Projections** — Monthly market and economic commentary by Standard & Poor's chief economist and chief investment officer.

## Investment Ideas & Commentary

A wide range of insightful commentary and unbiased opinion from Standard & Poor's analysts:

### Strategist Commentary

- *The Outlook's* Market Insight
- Stovall's Sector Watch
- Takeover Talk
- Fund Insight

### Analysts' Choices

- Standard & Poor's Stock Picks and Pans
- Standard & Poor's Focus Stock of the Week
- Industry in Focus

FAST. FOCUSED. RELIABLE.

# Take Advantage of Standard & Poor's NetAdvantage

What is the difference between a 401(k) and a 403(b)?

## THE SINGLE SOURCE SOLUTION FOR:

**Academic Libraries** — Ideal for student and faculty coursework, case studies, and research projects.

**Public Libraries** — The broad range of content satisfies users with different needs — high school and college students, job seekers, personal investors, and small-business owners.

**Corporate Libraries and Information Centers** — In-depth company and industry research facilitates competitive intelligence, strategic planning, and M&A activities.

### Powerful New Features, Improved Usability

Your best financial research tool just got better...

Clean, attractive, user-friendly look and feel

**Multiple Search Tools** to accommodate quick document retrieval, text queries, and stock, bond, or mutual fund screening.

**Improved Stock and Mutual Fund Screening Tools** include more screening criteria to enhance your research efforts.

**New Company Profile Reports** provide data on more than 8,000 public companies. Standard & Poor's Stock Guide, Earnings Guide, and Dividend Record publications are combined to create a comprehensive portrait of each company. Competitor information and interactive charting tools round out this powerful feature.

A new **Learning Center** provides educational articles and tutorials from Standard & Poor's and *BusinessWeek* on topics such as retirement planning, saving and investing, and tax management.

**Expanded Mutual Fund** and Standard & Poor's Index coverage and Bond Reports on thousands of corporate issues enhance your research capabilities.

AWARD WINNING COMPANY RESEARCH

What is a junk bond?

My paper on the oil industry is due next week, and I don't know anything about it. Where do I begin?



## Enhanced Access to Content

Content mini-portals provide fast access to company, industry, fund, and directory information.

The screenshot shows the NetAdvantage website interface. The top navigation bar includes 'Home', 'Companies', 'Funds', 'Industries', 'Directories', and 'Learning Center'. The main content area is divided into several sections: 'Today's Market' with market indices (SP 500, DJIA, NASDAQ, 10-Yr Note); 'Market News' with a 'Market Snapshot' and 'The Outlook's Market Insight'; 'Bonds' with 'Credit Week Focus'; 'Economy' with 'Economic Insight' and 'Economic Calendar'; 'Investment Ideas' with 'S&P Stock Picks and Pans', 'S&P Focus Stock of the Week', and 'Takeover Talk'; 'Learning Curve' with 'Playing the Short Game'; 'Industries' with 'Industry in Focus'; 'Funds' with 'Fund Insight'; and a 'Publication Search' sidebar with filters for 'Select publication', 'Search by', 'Select year and issue', and 'S&P 500', 'S&P MidCap 400', and 'S&P SmallCap 600'. There are also 'NetAdvantage Guides' for 'Stock Report Features Guide' and 'Stock Report Evaluations Guide'.

How do I locate private companies in my sales territory?

Where can I find a complete list of GE subsidiaries?

The screenshot shows the NetAdvantage website with the 'Company Research' mini-portal highlighted. The navigation bar is the same as in the previous screenshot. The 'Company Research' section includes a 'Select publication' dropdown, a 'Search by' dropdown, and an 'Advanced Search' section with a 'Search Executive and Director' dropdown. Below this is 'The Outlook' section with a search bar and 'Select year and issue' dropdown. The 'Industries' section is also visible, showing 'S&P 500', 'S&P MidCap 400', and 'S&P SmallCap 600'. The main content area on the right shows 'Investment Ideas' with 'S&P Stock Picks and Pans', 'S&P Focus Stock of the Week', and 'Takeover Talk'. The 'Market News' section is also visible at the bottom right.

## New Search Tools

Google technology adds text-based query functionality.

## Educational Content

The new Learning Center features timely articles on investing, personal finance, and tax management, as well as the popular "Basics For Smart Investing" tutorial. All content is provided and updated by the editors at Standard & Poor's and *BusinessWeek*.

## Global Search

Simplify site navigation with this powerful search engine.

Can you help me

get up to speed on

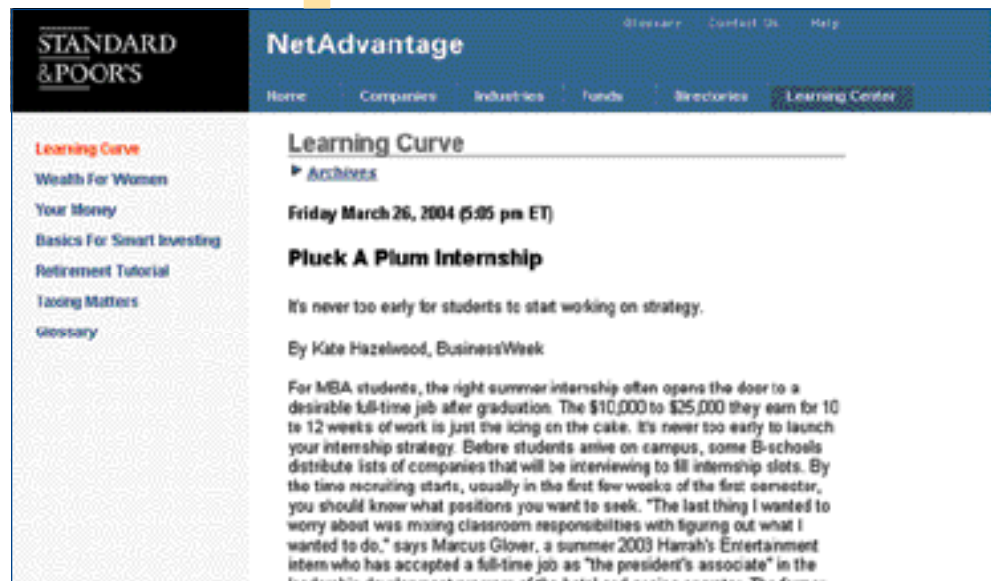
Hewlett-Packard

before my sales call

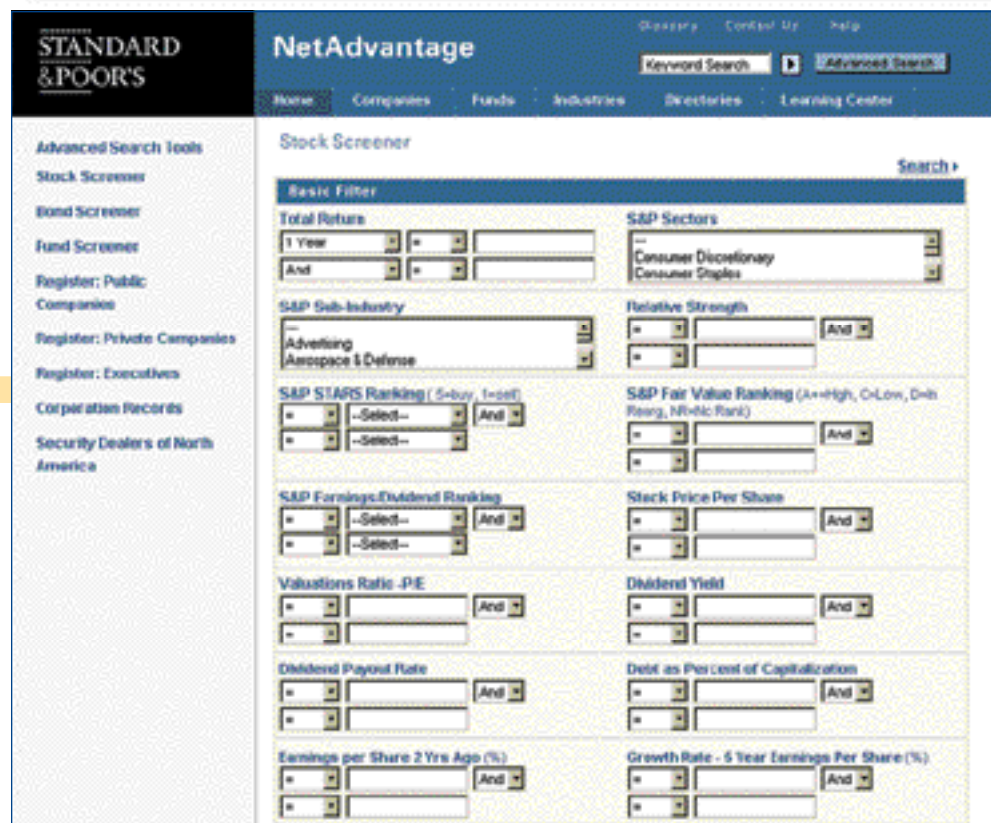
next week?

## Advanced Screening Tools

Easy-to-use search tools enable you to identify stocks, bonds, and funds that share a common set of characteristics.



The screenshot shows the NetAdvantage website's Learning Curve section. The header includes the Standard & Poor's logo and navigation links for Home, Companies, Industries, Funds, Directories, and Learning Center. The main content area is titled "Learning Curve" and "Archives" for Friday, March 26, 2004 (5:05 pm ET). The featured article is "Pluck A Plum Internship" by Kate Hazelwood from BusinessWeek. The article text begins with "It's never too early for students to start working on strategy." and discusses the importance of finding a summer internship for MBA students.



The screenshot displays the NetAdvantage Stock Screener interface. It features a "Basic Filter" section with various criteria for stock selection. The criteria include Total Return (1 Year), S&P Sectors (Consumer Discretionary, Consumer Staples), S&P Sub-Industry (Advertising, Aerospace & Defense), Relative Strength, S&P STARS Ranking (5-buy, 1-sell), S&P Fair Value Ranking (A=High, C=Low, D=No Rank, N=No Rank), S&P Earnings/Dividend Ranking, Stock Price Per Share, Valuations Ratio - P/E, Dividend Yield, Dividend Payout Rate, Debt as Percent of Capitalization, Earnings per Share 2 Yrs Ago (%), and Growth Rate - 5 Year Earnings Per Share (%). Each criterion has a dropdown menu and a search button.

# About Standard & Poor's

Standard & Poor's is the world's foremost provider of independent credit ratings, indices, risk evaluation, investment research, data, and valuations. An essential part of the world's financial infrastructure, Standard & Poor's has played a leading role for more than 140 years in providing investors with the independent benchmarks they need to feel more confident about their investment and financial decisions.

Our parent organization, The McGraw-Hill companies is a global information service provider meeting worldwide needs in the financial services, education, and business information markets through leading brands such as Standard & Poor's, *BusinessWeek*, Platts, and McGraw-Hill Education.

## Contact Us...

To learn more about NetAdvantage: Call: **1-800-523-4534**

E-mail: [netadvantage@standardandpoors.com](mailto:netadvantage@standardandpoors.com)

For a free demo, log on to: [www.netadvantage.standardandpoors.com](http://www.netadvantage.standardandpoors.com)

[www.standardandpoors.com](http://www.standardandpoors.com)

Analytic services and products provided by Standard & Poor's are the result of separate activities designed to preserve the independence and objectivity of each analytic process. Standard & Poor's has established policies and procedures to maintain the confidentiality of non-public information received during each analytic process.

## Product Support

For any questions about using NetAdvantage, please call 1-800-523-4534 for fast, friendly product support.