

Top should be Bernie Headshot with “Bernie Schaeffer, Chairman and CEO, Schaeffer’s Investment Research, Recipient of Traders’ Library 2004, Trader’s Hall of Fame Award”

What You Need to Know About How To Make Big Money in the Markets, *Every Day!*

...for less than the cost of your morning paper

If you want to trade at the top of your game, you’ve got to have the right market intelligence. Informed investors make smarter portfolio choices... Traders in-the-know unearth more hot profit opportunities... With the right intelligence you can make big money in the markets, every day...

Did crude recover from its early-morning plunge on April 28th that dropped the commodity below \$50-per-barrel? Savvy traders knew crude oil rallied, closing up 16 cents at \$51.77 per barrel.

What stock was ripe for a short-covering rally in May? Informed investors knew short-interest on Netgear was sitting at an all time high of 5.8 million shares. That’s six days to cover, despite the fact that the company had just beaten Wall Street’s earnings estimate by two cents per share. If you had bought Netgear on May 5th when we recommended it, you could have sold your shares for +15% profits in less than two weeks!

What sector outperformed the market last month? Was it oil producers, real estate investment trusts, or internet issues? If you had known the answer, would you have changed your portfolio allocations?

To make big money in the market, you’ve got to rely on the right market intelligence. Read on and I’ll show you how subscribing to Schaeffer’s Daily

Bulletin can mean the difference between mediocre returns and trading at the top of your game. Best of all, it's just pennies per day!

Bernie Schaeffer

It's Like Having Your Own Team of Skilled Market Analysts

Dear Savvy Investor,

All the knowledge available to investors today makes separating the wheat from the chaff more challenging than ever. You can find hundreds of sources for company data, charts, and market statistics. But that isn't going to help you at 9:00 a.m. when you face your computer, clutching your cup of coffee wondering what companies are reporting earnings today, if the Euro continued to slide overnight and whether oil is back above fifty dollars a barrel.

Distilling the mountain of market information into a CNN version of what's real-time critical is a Herculean task. One that could take you precious hours to accomplish. Hours you could be using to exploit your next profit opportunity.

At Schaeffer's Investment Research, my highly skilled research team compiles only the mission critical information I need for my trading into a daily bulletin that they deliver to me before the opening bell. This allows me to focus on the home runs that can turn your portfolio around.

This month, I identified a **Whole Foods Market** trade that returned **+81% profits on August calls in just 8 days**, and earlier I uncovered a **Transocean** trade that delivered **+72% profits on March calls in just two weeks**.

If you're spending all your time tracking down earnings releases and key economic reports, you could miss the one big trade idea that has the potential to leapfrog your returns.

Unfortunately, maintaining your own research department is prohibitively expensive for most traders. Or at least it was, until now.

Now you can receive the same executive market briefing I read every morning for a fraction of what it costs to generate it!

Schaeffer's team of top notch analysts will compile the crucial data you need to make the most of every market opportunity – and deliver it to you before the bell each morning. Plus, we'll organize it into a clear, easy-to-follow format.

"Gentlemen: Am a new subscriber, and just received my daily subscription over the internet. You have a winner. The format is perfect. You are direct and to the point as to what the investor desires. Each segment is informative, meaningful, and concise..." L. Robbins , New Jersey

And it will only cost you about 20 cents a day – far less than your morning Starbucks run.

I'm Bernie Schaeffer, and I'd like to introduce you to *Schaeffer's Daily Bulletin*, a daily tool created with serious investors like you in mind.

We know what investors desire, because we are active in the markets every day. This isn't just some academic exercise, we need this information to make mission critical decisions about our open positions and to uncover new opportunities – just like you.

Sure, you could do your daily homework yourself, but let's be realistic here. Do you really have time to cull through the ever growing mountain of data to uncover one or two crucial bits of information?

What's practically impossible for one person to accomplish alone, a team of smart, market savvy analysts can accomplish in less time than it takes you to brew your first pot of coffee.

Each Schaeffer's analyst tackles a different key area, reviews the latest developments and summarizes it for you.

In just ten minutes every morning you'll:

- **Know Every Move the Fed Makes**
- **Discover Key Industry Statistics**
- **Review the Latest Investor Sentiment Readings**
- **Track Price Action on the Indices**
- **Stay on Top of Key Commodities That Move the Market**
- **Watch Sectors As they Move From Hot to Cold and Back Again**
- **Find Out What Happened Overseas While You Slept**
- **Get the Condensed Version of the Economic News**
- **Never Miss an Earnings Announcement**
- **Keep Track of Analysts Upgrades and Downgrades**

All this research and analysis can save you precious hours every day. How much is your time worth? With your expertise and experience, I'm guessing it's worth more than twenty cents per trading day, which is about what you'll pay to get this real-time market briefing!

And that's not all...You'll also get our invaluable trading recommendations!

The Daily Bull/Bear List gives you a great place to start. This short list pinpoints equities that we expect to move significantly in the short term.

The Featured Stock of the Day and the Options Outlook takes you behind the scenes, to look at one of our stock picks in greater depth. Study the fundamental, technical, and sentiment backdrop on this potential big profit producer.

Instead of just a thumbs up or thumbs down, you'll hit the market armed and ready with fully developed trade recommendations including entry price and target profits.

Schaeffer's Daily Bulletin subscribers have closed some big hits recently:

- Itron bullish recommendation DELIVERED +15% GAINS IN LESS THAN A MONTH
- MBNA Corp bearish recommendation RETURNED +18% IN LESS THAN A MONTH
- Beazer Homes USA bullish recommendation GAINED +13.5% IN ONE MONTH
- NETGEAR bullish recommendation DELIVERED +14.7% PROFITS IN TWO WEEKS
- Flextronics International bearish recommendation RETURNED +10% IN THREE DAYS

Of course, not every trade we recommend will be a winning one. But, you'll find dozens of recommendations that can boost your overall returns. Don't get stuck in a rut looking at the same list of stocks day in and day out. Try a fresh approach.

Let's face it, with thousands of stocks, it's hard to become an expert on more than a dozen. And the more you know, the more opportunities there are to profit!

And when you join Schaeffer's Daily Bulletin, you'll immediately receive my special report, Three Hot Stocks for the Third Quarter, so you can ramp up your trading game immediately. Our detailed analysis shows these stocks have the potential to deliver outstanding returns in just a few short months.

Let Schaeffer's Daily Bulletin broaden your horizons. By relying on our proprietary Expectational Analysis® method you can add some big hits to your portfolio!

IT'S A DIFFERENT WAY OF LOOKING AT THE MARKET

At Schaeffer's, we have a different approach to analyzing the market. Instead of focusing solely on the technicals, or the fundamentals, we include a third crucial component – investor sentiment.



It's the intersection of these three: technicals, fundamentals, AND sentiment, that forms the "sweet spot" of our investing strategy.

For example, negative sentiment can often tip you off to a great

buying opportunity. Let's say the media is putting out negative stories on the stock, Wall Street has few if any buy ratings, and option speculators are investing heavily in puts.

But what if you're seeing very strong price action? Maybe the stock just broke through a key trendline.

What do you believe – the price action or the prevailing sentiment?

PROFIT FROM OUR CONTRARIAN VIEWPOINT

When I see a ton of negative sentiment that is contrary to the positive price trend, I'll recommend you invest in that stock. In my experience, the stock usually continues along its overall uptrend, forcing Wall Street to upgrade the stock, option traders to unwind their put positions, and the press to tout the stock.

All of which can send your profits soaring!

That's exactly what happened with Itron, the company that makes your gas, electric and water meter. Wall Street was falling all over energy companies, but only three brokerage houses even bothered to rate this "meter reader."

Yet, over the previous three quarters, Itron had reported earnings that met (or easily exceeded) the Street's earnings expectations. In fact, on April 26, ITRI reported earnings that trounced the consensus estimate, logging a gain of 32 cents per share versus 21 cents per share that analysts expected.

When Wall Street finally caught on to Itron, the stock took off and Schaeffer's Daily Bulletin subscribers hit their 15% PROFIT target in just three weeks!

Of course, this same strategy works in reverse with stocks that the media and Wall Street love despite weak price action and doubtful fundamentals. In this case, we'll put this stock on our Schaeffer's Daily Bulletin "Bear" list.

When Wall Street wakes up, they'll dump the stock like a hot potato. You'll profit from shorting the stock or avoid disaster by keeping the stock out of your portfolio altogether.

Schaeffer's Daily Bulletin subscribers made +18% shorting MBNA Corp. and +10% shorting J.P. Morgan Chase, when the financial sector stumbled in April.

If you subscribed to Schaeffer's Daily Bulletin for the stock trades alone, you'd be paying less than twenty cents per day for the featured stock! You could make your subscription back with just one trade.

Plus, you'll get three stock picks immediately when you subscribe today. These stocks are poised for explosive growth in the third quarter. Don't miss this chance to add these rocket ships to your portfolio.

Even if you're not interested in trading my stock and option recommendations, you'll still receive an incredible value. This mission critical information is the secret weapon that allows elite traders like me to deliver market beating performance. And now you can get it for a fraction of what it costs our research team to produce it!

Each Issue Keeps You On Top Of Your Investing Game

If You're Invested in Bonds, Watch the Federal Reserve Very Carefully.

According to the June 7th issue of Schaeffer's Daily Bulletin, long-term interest rates have continued to decline despite the Fed's steady tightening of short-term rates. Chairman, Alan Greenspan, called this disconnect a conundrum in his remarks to the American Bankers Association. If you're invested in bonds, you'd better stay on top of how the market solves this puzzle.

If You're Invested In Hedge Funds, The News Isn't Good

According to the May 17th issue of Schaeffer's Daily Bulletin, April was a cruel month for hedge funds. The CSFB Tremont Hedge Fund Index, reported that hedge funds turned in their worst performance in more than two years in April.

If You Want To Profit from Earnings Announcements, Try Options

According to the May 5th issue of Schaeffer's Daily Bulletin, Whole Foods Markets (WFMI) earned 61 cents per share in its second quarter, easing above analysts' expectations by three cents per share...

On May 17th, Schaeffer's Daily Bulletin recommended subscribers purchase call options on this overachieving equity. Whole Foods Market delivered a whopping +81% GAIN IN 8 DAYS!

If you speculate on oil, then pay attention, sentiment may be peaking.

According to the June 7th issue of Schaeffer's Daily Bulletin, crude oil prices found their way to a six-week high of \$55.55. Large oil speculators were reaching a net negative position that was approximately at the same level that we reached back in early December, right before oil took off on its way to \$57.70 per barrel.

If the same thing happens as the last time the net positions for large speculators got this low, look out! We could see huge jumps in oil prices. Oil jumped over \$16 per barrel from December to April and we are already over \$55 per barrel...

If you want to make the most of every day in the markets, you can't afford to miss a single development. Schaeffer's Daily Bulletin gives you the critical information you need to make executive decisions about your investments.

And when you join Schaeffer's Daily Bulletin you'll also receive my Mid-Year Market Forecast absolutely FREE. You'll know exactly where I think the markets are headed in the second half of the year and how you can use that move to your advantage.

Other traders will wonder how you always seem to know what's happening. We get up early, down a case of Red Bull and inhale a dozen Krispy Kreme donuts so you can hit the ground running when the bell rings.

Do it yourself, and all this essential information would cost you over \$8,000 a year to access - and that's before you've hired your own research team to make sense of the raw data!

But subscribe to Schaeffer's Daily Bulletin and you'll get trade ideas and up to the second market information for less than the cost of your morning coffee.

WHY BE A STICKLER FOR "DO IT YOURSELF" INVESTING WHEN YOU CAN HIRE THE BEST FOR JUST PENNIES A DAY?

ADD IT UP:

Take a look at this list of top-notch resources we review for each and every issue of Schaeffer's Daily Bulletin:

- 1) We rely on ILX for real-time data for quotes and Dow Jones News. There's absolutely no delay. That'll run you about \$7,200 per year per terminal.
- 2) We read Investor's Business Daily for news and analysis to the tune of \$295 per year.
- 3) We depend on Briefing.com for the latest analyst upgrades and downgrades, earnings dates, and economic calendars. That will cost you \$299.40 per year.
- 4) Throw in Barron's for the latest sentiment readings and polls and you'll have to pay another \$145 per year.
- 5) Add in your Wall Street Journal subscription for \$212 for 12 months.

- 6) And that's just the resources you can access. We also rely on our proprietary quantitative analysis database that turns investors' emotions into actionable scores, ratios, and rankings.

How much do you think you would have to pay a research team to spend hours every day searching for profitable trading opportunities for you?

Plus, we have a full time staff that culls through each of these sources daily and summarizes the critical information for you every morning.

When you join Schaeffer's Daily Bulletin you get market insight that can only come from 30+ years of investing experience. In fact, I received the Traders' Library 2004 Trader's Hall of Fame Award for my significant contributions to the field of trading. Plus, BusinessWeek named me the Winner of their 2002 Market Forecast as the most accurate market analyst of the year!

Since 1984, I've been tracked by Timer Digest. I'm currently the #5 market timer for intermediate market timing for the past 10 years out of over 100 analysts and traders. I'm also ranked the #1 gold timer and the #4 bond timer for the last 10 years as well.

You'll also get the benefit of many years of collective wisdom from my trading and research staff. Together they've graduated from prestigious universities, earned their M.B.A., passed their CFA exams, worked as traders, research analysts, brokers, venture capitalists, editors... You name it, they've done it.

I call them the Trifecta team because they have mastered three skills that rarely live together. They have a quantitative mind set, they actually know how to write a coherent sentence (an underrated skill at some financial publishing houses!) and they are extremely talented at translating complex data into easily digestible bundles of useful information.

They truly are a "master-mind" group as Mr. Graham called them!

I began following Bernie's research/services two years ago, and he (and his great staff) have become an integral part of my trading decisions/success! Bernie quickly ascended to the 'Top Three' of my 'Master-Mind' group, and I will be forever grateful to him for his insights/methodologies. Keep up the great work!" R. Graham , MA

Assembling a team with this depth and breadth of experience would run you into the hundreds of thousands of dollars – and I'm not even counting the value of my thirty years of trading experience!

But Schaeffer's Daily Bulletin is just pennies per day! And if you subscribe in the next seven days, you'll also get my two latest reports FREE.

FIVE GREAT REASONS TO KICK YOUR INVESTMENT STRATEGY INTO HIGH GEAR WITH SCHAEFFER'S DAILY BULLETIN

- 1) **The Incredibly Low Price:** SAVE 90% off the regular one year price. Why am I offering my expert market intelligence at this ridiculously low price? Because I know how valuable Schaeffer's Daily Bulletin is to me and I'm confident that after receiving it by email for a year, you'll be hooked. You won't want to miss a day of our insightful investing tips and tactics - and will renew for another year at the regular price.
- 2) **The Time Critical Information:** If you want to improve your overall investment success, you need to have critical market information like my sentiment snapshots, sector outlook, and key stocks on the move at your fingertips when you need it. You do NOT need to spend valuable hours searching for essential data.
- 3) **The Chance to Make a Nice Profit:** Information is great, but trades are even better. Everyday we give you both bull and bear trades to consider.
- 4) **The Money-Back Guarantee:** I'm so certain that you'll become hooked on this daily dose of investing intelligence that I'm also offering you a money-back guarantee. That's right, if you become unhappy **FOR ANY REASON WHATSOEVER** during your subscription, I'll gladly refund your money on a pro-rata basis - no questions asked.
- 5) **Two Free Bonus Reports:** Prepare your portfolio for the second half of the year with my Mid-Year Market Forecast and jump start your returns with Three Hot Stocks for the Third Quarter. Both reports are yours **FREE** when you subscribe today!

Get Your Executive Market Briefing for Just Pennies Per Day!

SAVE 90% OFF THE REGULAR RETAIL PRICE

Subscribe to Schaeffer's Daily Bulletin for one full year for ONLY \$49 (regularly \$495/yr)! This insane savings will end in just seven days. So, if you want to simplify your daily trading preparation for less than a quarter, join now.

Plus you'll get my latest reports, Mid-Year Market Forecast and Three Hot Stocks for the Third Quarter, absolutely FREE!

4 Ways to Jump Start Your Trading Day with *Schaeffer's Daily Bulletin*:

- 1 - **Call 1-800-448-2080** Monday - Friday from 8:30 a.m. to 6:00 p.m. ET
- 2 - **Online at www.schaeffersresearch.com/dailybulletin**
- 3 - **Mail** using the enclosed postage-paid envelope
- 4 - **Fax** the enclosed order form to 1-800-967-7461

Why not read Schaeffer's Daily Bulletin for a month? If you're not pleased with the level of market coverage and trading information, just call me. I'll refund your remaining subscription fee, no questions asked.

Remember that old adage, work smarter, not harder? Sometimes it's true. You don't need to spend hours and hours on research to stay up-to-the-minute on daily market events. Let our highly experienced professional staff gather, sort, and summarize the mission-critical information you need.

Plus, we'll get you started with a daily bull and bear list of interesting stock ideas. Then we'll take it one step further and give you a detailed trade recommendation – including all the background research! You concentrate on executing your profit building strategy. We'll supply the fuel you need to launch that strategy when the market opens!

Schaeffer's Daily Bulletin is by far the most efficient way for you to start your trading day. And right now is the best time to subscribe. This 90% savings is only available for the next seven days.

You'll also receive my Mid-Year Market Forecast to help you prepare for the rest of the trading year and Three Hot Stocks for the Third Quarter to help you ramp up your portfolio returns immediately.

Each morning before the bell, you can read everything you need to know to make big money in the markets. Best of all, this executive market briefing will cost you less than your morning paper. Grab your cup of coffee and let's get started!

Sincerely yours,

Bernie Schaeffer
Chairman & CEO
Schaeffer's Investment Research, Inc.

P.S. So sleep better tonight knowing you'll wake up to sound investment tips in the morning! Subscribe today and get the critical information you need to manage your portfolio each and every day. Don't delay. This special low-priced offer expires in just 7 days.

P.P.S. I've just finished selecting the three hot stocks you need to invest in for the third quarter. But you've got to get in now. Don't delay, subscribe today and you can see break-out stocks immediately!

P.P.S. I guarantee that you'll find the information in your Schaeffer's Daily Bulletin invaluable to your trading. If you aren't pleased for any reason, simply ask for your pro-rata-refund. We'll refund your money immediately and you may keep both

bonus reports, my Mid-Year Market Forecast and Three Hot Stocks for the Third Quarter. No hassles, I promise!