



Using The Web To Select Profitable Investments

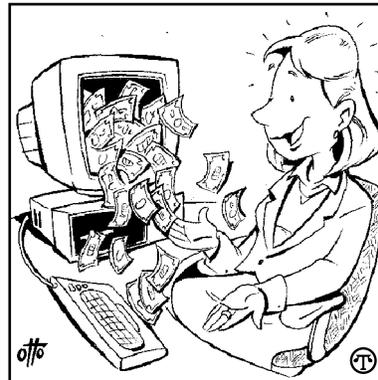
(NAPSA)—The Internet, coupled with a booming economy, produced an era of frantic day trading and quick returns. However, the market has slowed dramatically, and experts warn investors to proceed with caution. MSN MoneyCentral, Microsoft's online personal finance service, provides numerous tools and resources to help investors at all levels make educated investment decisions with confidence.

"Just because the Internet allows consumers to trade stocks effortlessly doesn't mean investors should trade recklessly," said Jim Jubak, MSN MoneyCentral Senior Markets Editor. "Sites like MoneyCentral bring together reliable market information and expert insight enabling consumers to choose potentially profitable stocks without wading through the sea of information on the Web."

MSN MoneyCentral allows consumers to:

Be wizards at research: The site's powerful Research Wizard walks consumers through the evaluation of a stock's fundamental data, explaining the key issues and values that are most important when considering a new investment.

Learn from experts: While in MoneyCentral's Strategy Lab, consumers can watch and learn from a team of professional money managers as they build and maintain portfolios with a hypothetical \$100,000. In addition, consumers can make confident financial decisions with insight from investing experts such as Jim Jubak and Jon Markmam.



Online investing tools can help consumers make the most of their money.

Play against Gates: The MSN Market Challenge Series allows consumers to compete in an easy, risk-free stock-picking contest with Bill Gates. Contestants whose investments outperform Gates' have the opportunity to win up to \$10,000. In addition, for each person who enters the competition, Microsoft will make a donation to Big Brothers, Big Sisters of America.

Be aware of splits and changes: With Advisor FYI Alerts, MSN MoneyCentral helps investors stay abreast of market developments. These timely efforts inform consumers of key events or changes, such as stock splits, earnings revisions or unusual price trading volume activity, that affect their investments.

Manage a portfolio: After choosing wise investments, MSN MoneyCentral's Portfolio Manager enables consumers to track all of their investments in one place and view all of their banking and brokerage accounts from any computer with Internet access.