

AP FINANCIAL TOOLS

AP Financial Tools is a hosted, turnkey service that adds tools for viewing personalized market and financial information on your Web site. AP Financial Tools builds online readership, traffic and advertising opportunities on a high-interest topic.



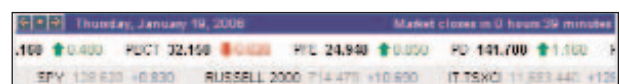
NEW YORK/Jan. 2006 | Traders work in the crude oil futures pit at the New York Mercantile Exchange. Crude oil prices spiked on concerns of supply snags. (AP Photo/Mary Altaffer)

Benefits

- > Builds traffic with targeted, useful information
- > Lets you appeal to your readers' interest in local companies
- > Extends session lengths with personal portfolios and watch lists
- > Increases frequency of visits by updating markets information all day
- > Increases revenue potential with ad and sponsorship opportunities
- > Builds your brand with tools that 'plug-in' to the look and feel of your Web site
- > Delivers eye-catching graphics and a pleasing layout

Essentials

- > Provides a flexible, fully hosted service for market tools and data
- > Packages include charts, watch lists, scrolling tickers, company profiles and symbol lookup.
- > Advanced features include personalized alerts and updates, customizable portfolio views and data on mutual funds, commodities and exchange rates.
- > Can be incorporated into Web sites and wireless applications
- > Quickly implemented and fully supported by AP and Stockgroup Information Systems



Local and national scrolling tickers



Major market indices and local watch lists

Advantages

- > Provides a flexible solution for building online traffic among users interested in financial services and markets
- > Can transition readers from print format to online for market information
- > Offers localization and personalization capabilities

Summary

- > AP Financial Tools provides a turnkey, customizable service to help you serve readers and advertisers in a growing niche for online markets information.



Essentials – Product Details

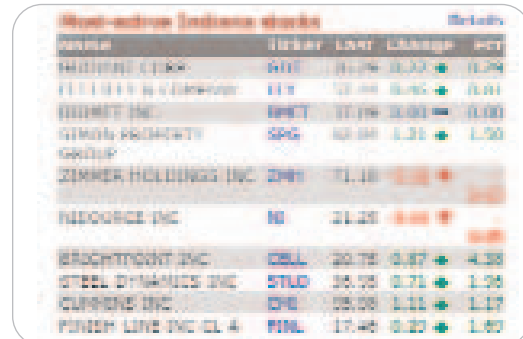
AP Financial Tools are available in two levels of service to meet your needs.

The Basic package includes these tools and data:

- > Major market indices (Interactive)
- > Local pages for industry or company coverage
- > Local pages for geographic coverage
- > Local and national watch lists with most actives, gainers and decliners
- > Local and national scrolling tickers
- > A - Z lists
- > Company profiles
- > Company and symbol look-up
- > Market movers
- > Market diaries

The Complete Financial Tools package includes all tools and data in the Basic package and adds these advanced features:

- > Personalization attributes: users set up their own portfolios and opt-in e-mail updates on price changes and company announcements.
- > Customizable watch lists
- > Stock alerts
- > Mutual fund information
- > Commodities information and futures contracts
- > Currency exchange rates



Local watch list

Founded in 1846, **The Associated Press** is the world's oldest and largest news and information agency, providing content to more than 15,000 news outlets reaching billions of people around the world. AP provides coverage in every format and for every media.

450 West 33rd Street | New York, NY 10001 | www.ap.org

Contact info:

For more information about AP Financial Tools and other products, contact your Bureau Chief. For a live demo, visit: <http://ap.stockgroup.com>.