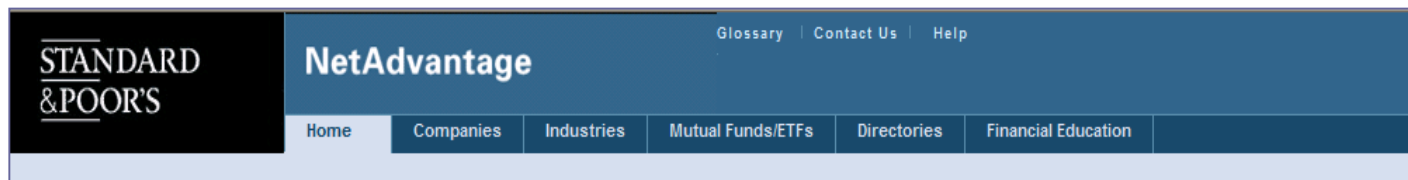


LAPL ELECTRONIC RESOURCE OF THE MONTH!



JANUARY 2011: STANDARD & POOR'S NETADVANTAGE

HOW DO I FIND STANDARD & POOR'S NETADVANTAGE?

In-Library and Home (Remote Access with a valid LAPL Library card)

Standard & Poor's NetAdvantage is available online at all LAPL locations and remotely from the LAPL Web site in the Databases alphabetical list and under the subject categories of *Business*, and *Company Information*.

DESCRIPTION: *Standard & Poor's NetAdvantage* is a comprehensive source of business and investment information including industry surveys, stock reports and fund reports, as well as commentary from Standard & Poor's on topics such as the economy, daily stock market activity, industry sectors, stocks, bonds, funds, and investment strategies.

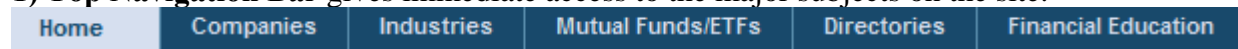


[Click here to open the Literacy site.](#)

A prominent part of the first page is devoted to **Financial Literacy**. A user friendly site for users on a variety of important topics from how to open a bank account, credit and debit cards, saving for college, how to refinance a mortgage, prepare for retirement, credit scores, renting or buying a home, IRAs along with financial games. If you run your cursor over *Print*, *Bookmark* and *Share* in the top right hand portion of each section in *Financial Literacy*, a window will open that provides links for printing, bookmarking, and social networking of the information.

How to search in NetAdvantage:

1) **Top Navigation Bar** gives immediate access to the major subjects on the site.



Click on the subject you are interested in learning about, and you will be guided through the steps to learn the information you seek through selections in dropdowns.

- **Companies** -allows searching by resources such as corporation records, bond reports, executives, fund reports, stock reports, and industry reports to refine your search. Type in the company name or ticker to search. The Outlook newsletter is searchable here also by year, issue, company name or ticker. The indexes are discussed here also.

- **Industries** -allows searching by industry surveys, sub-industry surveys, company name or ticker.
- **Mutual Funds/ETFs** (Exchange Traded Funds) -allows searching mutual funds by name or ticker and advanced search fund screener.
- **Directories** -where you can search Security Dealers of North America and the Register of Corporations, Executive and Directors.
- **Financial Education (Literacy)**-was discussed on the previous page.

2) Today's Market

Daily stock market current reports are shown on the front page for the days the New York Stock Exchange is open.

Today's Market	64:14 to NY open		
S&P 500	1,240.40	+7.40	0.60%
S&P SmallCap 600	411.83	+4.81	1.18%
NASDAQ	2,637.54	+20.87	0.80%
10 Yr. Note	32.96	+0.73	2.26%


- 3) **Simple Search** – use Resources dropdown & Search by (Company name or ticker). The results will appear and show the following left bar options.

Company Profile
 Overview
 Quote
 News/Press Releases
 Chart
 Vital Statistics
 Valuation
 Financials
 Dividends & Stock Splits
 Industry Information
 Estimates & Opinions
 Competitors(All)
 Competitors(S&P Covered)
 Industry Related News
 Stock Reports
 HTML
 PDF
 How to Analyze
 Register
 Corporation Records
 Corporate News
 Corporate Bond Reports
 Industry Surveys
 HTML
 PDF
 Sub-Industry Reviews

- 4) **S&P Publication Search** where you can select
 -*Industry Surveys* related subjects from the dropdown.
 -*The Outlook* newsletter, (Select by year and issue)
- 5) **NetAdvantage Guides** includes Guided Tour, User Guide, and Guides for Stock Report Features, Mutual Funds & CreditWeek.
- 6) **Keyword Search tool** is located in the bar under the Guides.



Special Features

- 1)  **Enlarge view/Printer friendly** -when you see this icon you can click on it, so the text will fill the whole page for easier viewing.
- 2) **Glossary** -is a list of financial terms. Click on one, and it will open up a definition.
- 3) **Search Results data** -can be exported into a spreadsheet program in Microsoft Excel or CSV file format.
- 4) **Quick Links** -on home page to search using your criteria screeners for stock, private companies, corporations, executive, directors, mutual funds, and corporate bonds.
- 5) **Guided Tour** -found on the first page under Additional Resources and in Help at the top right hand of the page. Click on the link to get a detailed tour of the site.
<http://www.netadvantage.standardandpoors.com/NetAd/demo/home.htm>
- 6) **Help** -located at the top right hand corner of each page also gives information on the Site Design, Search Tips, How to's, Troubleshooting.