

Order Form:

Option Wizard Online & Offline Products:

Option Wizard™ Online for stocks, indices, futures options, includes: Option Wizard Trading Method* Backtest Wizard™ Two month trial	Delay	Real Time*
	399.95	599.95
	59.95	
Trial, 4 to 10 days At http://option-wizard.com Diskette version, zipped	FREE	Add \$10.00

*Requires PC Quote subscription (\$9.95/month + exchange fees), or subscriptions to eSignal, myTrack, PC Q 6.0 or quote.com
*Adobe .pdf.

Name: _____

Address: _____

City, State, Zip: _____

Email address (thanks for printing clearly !): _____

Please check one on each line:
 PC or: Macintosh
 Excel version: _____

Please mail this form (or same information on a separate page and your check (with merchant verification number) to:

Option Wizard Online™
485 Sunset Road Winnetka, IL 60093

Q & A

How does Option Wizard Online work?

Input ticker symbol, expiration and interest rate, Option Wizard Online retrieves stock price, in-the-money strike price, and calculates your fair value option price and 110 price-time variants instantly. Option Wizard retrieves options chains, calculates implied volatility. Do 'what-if' analyses. Free Trial!

Outputs: Option Wizard also shows implied and 20-50-100 day historical volatilities, percent-to-double, in-the-money probabilities, delta, delta tables, other Greeks (gamma, theta, vega, rho), strike series, spread tables, PositionChart, PositionTable, CoveredWrites, TradeRecord keeper, and more.

<i>Today's in the money probability</i>			Market Price
Call	Put		
57.45%	42.55%		168.75
53.52%	46.48%		166.75
49.52%	50.48%		164.75
45.47%	54.53%		162.75
41.42%	58.58%		160.75
37.41%	62.59%		158.75
33.48%	66.52%		156.75
29.68%	70.32%		154.75
26.05%	73.95%		152.75
22.61%	77.39%		150.75
19.41%	80.59%		148.75

What are the drawbacks?

You need Microsoft Excel 97 (PC) or 98 (Mac) for online versions; 5.0 for offline.

Can Option Wizard Online be previewed?

Yes! Please download your free trial from <http://option-wizard.com>. Secure credit card payment online. Not Internet-connected? For a diskette, send a check for our offline version.

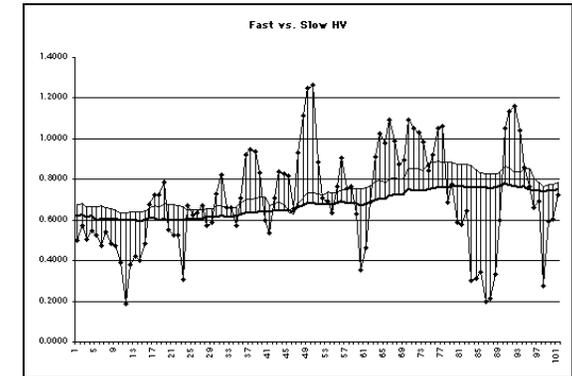
Still have questions?

Please email: info@option-wizard.com or call 847.446.2222. Sign in at <http://option-wizard.com> to receive news and special offers.

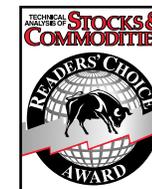
Option Wizard™ Online

Real Time or Delay

Simple. Powerful. Profitable.



<i>Enter ticker symbol, get:</i>	
Stock or option price quote	Options chains
Price, fundamental data	Fair value options price
110 price-time variants	Implied volatility
3 historical volatilities	Percent-to-double
In-the-money probability	Delta, delta table
Gamma, Theta, Vega, Rho	Strike series
Spread tables	PositionChart, PositionTable
CoveredWrites	TradeRecord Keeper
20+ worksheets or charts	Customizable Excel format
Backtest Wizard™	Candle-Bar-Force-Trend-Momentum Charts
Buy-Sell Signals	



For Microsoft Excel® 97 and up Macintosh and PC

485 Sunset Road
Winnetka, IL 60093
847.446.2222

info@option-wizard.com
<http://option-wizard.com>

Free Trial!
Sign-in for news, special offers

Option Wizard Online™ is The Edge You Need: Simple, powerful, profit-oriented

Option Wizard Online™ taps the power of the Internet and Microsoft Excel to price options and volatilities, determine your in-the-money probabilities and analyze your premium decay.

It is simple, straightforward. You don't have to be a Ph.D. in math to understand it.

Volatilities. Today's market (implied) vs. historicals. Is your option over or underpriced? Option Wizard tells you.

Probabilities. Your in-the-money probabilities for a range of stock or index prices.

Premium Decay. Options are a wasting asset. Option Wizard shows fair value option price and price-time decay.

Option Wizard calculates your fair value option price, \$6.98 in the example here, plus 110 price-time variants. This helps determine precise buy and sell points.

Option Wizard provides all other options analytics as well, probabilities, volatilities, percent-to-double, etc.

Stock Price	Your Call Price * DAYS FROM NOW:					
	0	1	2	3	4	5
121.00	9.55	9.11	8.64	8.15	7.62	7.05
120.00	9.00	8.56	8.09	7.60	7.07	6.51
119.00	8.47	8.03	7.57	7.08	6.55	5.99
118.00	7.96	7.52	7.06	6.58	6.06	5.50
117.00	7.46	7.03	6.58	6.09	5.58	5.03
116.00	6.98	6.56	6.11	5.64	5.13	4.59
115.00	6.52	6.10	5.66	5.20	4.70	4.17
114.00	6.08	5.67	5.24	4.78	4.30	3.78
113.00	5.66	5.26	4.83	4.39	3.91	3.41
112.00	5.26	4.86	4.45	4.01	3.55	3.07
111.00	4.87	4.49	4.08	3.66	3.22	2.75

Showing decay is important because it reminds the trader that, in some cases, options are meant to be sold, not bought. So, if you are a buyer, be nimble; if a seller, be patient.

Economists at the Options Clearing Corporation estimate that 30% - 33% of stock and index options expire worthless. Perhaps as much as another 20% - 33% are offset at a loss.

The remainder? Some 12%-15% are exercised. Some 55% are offset by closing sale (includes 20% to 33% offset at a loss). These figures vary by month and security.

Option Wizard Trading Method.

Companion publication integrates fundamental, technical and options analysis -- tells how to generate consistent profits. In Adobe Acrobat, Microsoft Word or web page format. 30 case histories, 75 pages.

Best value. At just \$399 (delay) or \$599 (real time, compare others at \$995, \$1,600, \$2,400 and up), Option Wizard Online™ is your best value among options products.

Option Wizard™ Clients Say:

Option Wizard Online 2000 is DYNAMITE. Yours is the first product I have seen that does not cost the first year's trading profits. Good work! CA

Outstanding product and support! Option Wizard compares favorably with another option program we have that sells for \$695. Accountant, Maryland

In the last 7 years, I have been exposed to a lot of option software products. Option Wizard is the only program that is a simple/straight forward, powerful tool. VP Salomon Smith Barney, Chicago suburbs

Option Wizard has **taught me** quite a bit about options. Colorado

I have a closet full of high priced option software packages that are gathering dust because they are too intimidating. What good is having all this high priced software if you don't know what you're doing? I've attended CBOE seminars -- still found my understanding lacking. It wasn't until I came across "Option Wizard" software and began working with it that my understanding of how options worked crystallized. **To this day I still don't use the high priced option software, but rely instead on Option Wizard.** And that's a fact! New York

This is a real value, very low price for what it does. **Easier to use and more intuitive.** We write covered calls and I can say the **decay rate that the Option Wizard returns is very close to what actually occurs in the markets.** Texas

Very convenient to print out and take with. California

Poetry for Excel -- **easily the most comprehensive options package we have seen.** Broker, MO

Publications, Trade Press:
"How Great Traders Go Bad" July 1999 TASC*
Reader's Choice Award, December 1998, TASC
"Top 10 Options Mistakes" August 1998 Futures
Option Wizard Trading Method, March 1998
Option Wizard Review March 1998 TASC
"Time and Options Probabilities" December 1997
"The Force Index" April 1995 TASC
* <i>Technical Analysis of Stocks and Commodities</i>

The 30 or so options analytics products on the market today all use the same inputs and generate (mostly) the same outputs, but *how* they do it is the differentiating factor. Some programs ask you to type in the six basic inputs for an options price, (stock price, strike price, etc.), generate fair value options price, and little else. In the vast sea of products, these are dinghies. At the other end of the spectrum, other programs arrive at your door like aircraft carriers, with huge databases on CD-ROMs, and 300 page manuals. For many, it's just too much.

For those who are looking for something in the middle, let's say a speedboat, Option Wizard Online might be the solution.

Excel + Internet. Option Wizard Online harnesses the power you likely already have in Microsoft Excel (7.0 or 97 and up for PC, 98 for Mac) to tap into the vast data resources of the Internet to create a speedy, insightful, and in some respects, unique options analysis.

Links to the leader in Internet market data. A Black-Scholes (stocks) or Black (futures) options template for PC or Macintosh, Option Wizard Online links to PC Quote Internet servers to generate stock or option prices (20 min. delay). With just one or two mouse clicks, Option Wizard Online calculates your fair value options price, a theta (or decay) table of 110 price-time variants, in-the-money probabilities, percent-to-double, delta and other Greeks, delta tables that mirror decay tables and premium decay. It also references PC Quote price and fundamental data. Most of the options analytics fits onto your screen at once, so you don't have to go jumping around or scrolling to get at it.

Pricing your option. Option Wizard uses the Excel "goal seek" protocol to determine true implied volatility (IV). Import 20, 50 and 100 day historical volatilities plus a recent implied volatility reading from Larry McMillan's optionstrategist.com, compare to IV, and determine how if your option is under-, over- or fairly-priced.

Option price decay. The decay tables (one with change in stock price on the x-axis, one with change in strike price) are copyrighted. This single feature is unique to Option Wizard and especially helpful because it reinforces the true nature of options: they are a wasting asset, they lose value every day and often can be sold profitably. Economists at the Options Clearing Corporation estimate that 30% - 33% of stock and index options expire worthless, and perhaps as much as another 20% - 33% are offset at a loss. The remainder? OCC staff says some 12%-15% are exercised, and 55% are offset by closing sale (this includes the 20% to 33% offset at a loss). These figures can vary widely month to month and security to security, they say. Since two of three options expire worthless or at a loss, Option Wizard reinforces the perspective to be a patient seller or nimble buyer.

This "**decay-mindedness**", if you will, is shared by some of the industry's top pros. Options experts like Jay Shartsis of Lafferty &

Co. options brokers, New York, options, say over time, the options sellers outperform the options buyers. Jerry Kopf, Benjamin & Jerold options brokers, Chicago, has successfully specialized in selling puts, with a 93% win streak in 1997-1998.

Spread tables suggest how you may control risk, limit losses vs. the unlimited loss potential in naked options.

Other features

Numerous worksheets. Option Wizard also features worksheets for historical volatilities (customizable for four time smoothings) and charts, covered writes, trade recordkeeping, profit-loss tables and charts for your options positions from simple to complex, and fundamental and price data.

Backtest Wizard™. Want to push the envelope of Excel for stock and options analysis a little further? Another interesting worksheet, Backtest Wizard™, analyzes 200 days of data for volume, trend and momentum, and generates buy-sell signals, as well as theoretical options prices. A series of simple technical charts accompany it: candles, bars, Force Index (by Dr. Alex Elder), moving averages and stochastics.

Option Wizard Trading Method. A brief manual is onboard as worksheet one, but a more extensive guide is the companion piece to Option Wizard: *Option Wizard Trading Method*. This 75-page electronic publication is available as a Microsoft Word, Adobe pdf, or web page. Featuring 30 case histories, it tells how to integrate fundamental, technical and options analysis to generate consistent profits.

Best pricing. As a web-based product, and as a product that already taps the power you have in Microsoft Excel, at \$299 and up for Option Wizard Online plus \$49 each for *Option Wizard Trading Method*, Backtest Wizard™ and Option Wizard Futures (offline only), Option Wizard is priced significantly lower than competitive products. There is no data fee at this writing, a value since other data vendors charge \$79 and up per month for delay pricing over the Internet.

Macintosh, too. Option Wizard Online is equally usable for Macintosh (Excel 98 only), a computer market subset often excluded from many of the leading financial market programs.

As versatile and customizable as this Microsoft Excel product is, it doesn't scan the universe of stocks and options to find tradable aberrations, such as implied volatility/historical volatility or volume/average volume. This is done by products in the \$1,000 to \$2,000 class.

But that aside, Option Wizard Online does all the rest, and at a reasonable cost, plugging Excel into the Internet, and the wider world of options trading possibilities.

<p>INPUT TICKER SYMBOL OPTION WIZARD RETURNS: Implied Volatility Historical Volatilities: 20, 50, 100 and 200 day reference Delta, Gamma, Vega, Rho, Theta Percent to Double Probability of in-The-Money Covered Call Returns Premium decay by table and chart Position profit by table and chart Strike, spreads Options chains</p>	<p>PRICE DATA Last Sale Net Change Exchange Time of Last Sale Size of Last Sale Bid Ask Size of Bid & Ask Open High Low Volume Previous Close</p>	<p>FUNDAMENTAL DATA 52 Week High 52 Week Low Ex-Dividend Date Dividend Amount Dividend Frequency Earnings per Share P/E Ratio Yield Shares Outstanding Market Capitalization Percent Change Earnings</p>
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Option Wizard Online: the most insightful, most intuitive, and most reasonably priced options analytics tool. Option Wizard makes you an Option Wizard.

How does **Option Wizard™ Online** stack up with the rest?

We are often asked how we compare Option Wizard Online to other options products.

Our answer: Power and Simplicity. We offer better:

1. **Options Insight.** (Unique features: 110 price-time variants including fair value, 20-50-100 day historical volatilities, plus percent-to-double, probabilities, delta, etc.)
2. **Simplicity.** (All on one screen)
3. **User friendly, one click ease of use.** (Just enter the ticker symbol(s))
4. **Reasonable pricing.** \$299 or \$499 and up vs. \$1,300, \$1,895 and up.
5. **Customizability** (20+ worksheets in Ms. Excel, the choice of institutional traders and fund managers around the world.)

Our clients say it best:

Right off the bat its the simplicity of use that makes it more useful. OptionStation and OptionVue IV are dauntingly complex programs to understand and implement (I have TradeStation too). I presently use end of day data not realtime. So basically, the beauty of OptionWizard is its simplicity and ease of use. It makes a complicated subject (options) uncomplicated, and that's what I really need. Thanks again. New York

I first came across Option Wizard through Wade Cooks Wealth Information Network (WIN). I was new to trading and did everything I could to learn as much as I could about stocks and options. For me, options proved to be a very difficult subject to learn. Not to drop names, but I have a closet full of high priced option software from a number of well known option software vendors that is gathering dust because I have found them to be too intimidating. What good is having all this high priced software if you don't really know what you're doing. I've attended seminars on options and still found my understanding of options lacking. It wasn't until I clicked on the research area of WIN and came across the "Option Wizard" software and began working with it that my understanding of how options worked crystallized. It was so good that I purchased my own copy of the full version. To this day I still don't use the high priced option software, but rely instead on Option Wizard. And that's a fact! New York

I have only been using the Option Wizard for a short time, but I am very pleased with its ease of use. I tried OptionStation and it was so complex (AND expensive) that I decided not to purchase it. Option Wizard is very affordable. This tool has helped me to make better decisions about when to buy, at what price, and when to sell. It has already paid for itself. Chicago

Outstanding product and support! Option Wizard compares favorably with another option program we have that sells for \$695. I think this is something that accountants are going to want. Hope you get the word out. Accountant, Maryland

This is a real value, very low price for what it does. Easier to use and more intuitive than the \$400 and \$500 programs. Connecticut

More comments from **Option Wizard™** clients . . .

Option Wizard is poetry for Excel. Broker, St. Louis

Option Wizard helped me earn \$6,000 in one week trading Microsoft options. Toronto.

Your Option Wizard Pricing Model has really, really, really been helpful ! It has helped me identify expensive options, and helped put some MUCH NEEDED discipline into my investment decisions. Again, you have provided a much needed tool. Mississippi

***Option Wizard Online: the most insightful, most intuitive, and most reasonably priced options analytics tool.
Option Wizard makes you an Option Wizard.***

Thank you for your very responsive attitude to your customers. We don't get this kind of help from most business today. I hope this program makes you RICH because it will surely help us become RICH. Compared to other programs we have reviewed, this appears to be the most user friendly and useful tool I've seen. Thanks again for all your EFFORTS. Nevada

I just wanted to take the time to express my gratitude for the tutorial session that we had on the Option Wizard. While I agree that one could follow the manual to pick this up, I also got some information and advice the manual did not have and believe me, it was well worth my time to converse with you. Option Wizard is an excellent tool for the option player. No market player should be without it. California

I am off to a blazing start. As "luck" plays its strange twist, the first company I purchased a call option on 4 days ago is being acquired by another company. At least I now know 2 things with the use of your program. 1) I paid too much for the option, 2) I know the price to sell, or at least a clue. Your program brings me further into the age of enlightenment. Denver

As a new trader, it has helped to visualize how time decay affects my trade selections. Simple to use, no complicated data-entry, computation and APIs, etc. Great work. IBM network systems consultant, Atlanta

I have truly been impressed with the combined Power and Simplicity it provides. It does not take a Ph.D. in math to be able to use and understand the info. which is great for the average trader. It has also forced a discipline into my trading activities. I now know if the option is priced fairly... Mississippi

I am really sorry that I did not buy the Option Wizard earlier for sure I would have saved a great deal of money and time. Having the Wizard to track my options and compute value so quickly is truly a major help. The service was great also. Florida

It has already paid for itself. Washington

I formerly did my option work using a leading real time stock program, but it is very slow as there are not cut and paste features. Yours is the first product I have seen that does not cost the first years trading profits. Good work! Peachtree City, GA

One good looking product. Thanks for the great support to get me up and running. San Antonio, Texas

The Option Wizard works fine, and I have modified it somewhat to suit my special needs . . . Singapore

Thanks for e-mailing Option Wizard . . . It works great! And, since its an Excel file, I use it with Interquote (they use an Excel compatible spreadsheet) for real-time option valuation. New Jersey

This has taught me quite a bit about options - especially in evaluating changes in option value over time with expected price movement. Colorado

We write covered calls and I can say the decay rate that the Option Wizard returns is very close to what actually occurs in the markets. Texas

Option Wizard works great. I have 7 pages tied together in a Quattro book and update the OEX option data from a Data Transmission Network (DTN) satellite feed. I use a macro command to calculate an average implied volatility for the 7 puts which are equally above and below the strike price. I do the same for the calls. I then look for options which are priced out of line. I was fortunate enough to pick up some Herbalife Mar 15 Calls (HQRCC) at 1 7/8 which was at 10 9/16 Fri. New Mexico

Very convenient to print out and take with. California

Option Wizard™ Online

<http://option-wizard.com>

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Option Wizard makes you an Option Wizard.*