

AP FINANCIAL NEWS

AP Financial News offers complete coverage of publicly traded U.S. companies and major international corporations. Each day, AP reporters cover large and small firms and their industries. AP's coverage encompasses more than 90 percent of U.S.-traded market volume and the full universe of major market, exchange-traded equities.

With a unique combination of quick filing and comprehensive reporting, AP Financial News equips your audience with the background and information they need on companies, the broader markets and economic and financial policy decisions. Targeted for the individual investor, no other news service provides a more complete view of events to help individuals execute long-term personal investment strategies.



MOSCOW/Jan. 2006 | Russia's main stock exchange reported heavy trading of shares of Gazprom, the largest gas producer in the world, on the first day that the state company was directly listed. (AP Photo/Sergey Ponomarev)

Benefits

- > Prolongs time spent on your Web site and increases page views with coverage breadth
- > Keeps your audience returning for the latest developments with a large volume of news on the companies and industries they follow
- > Lets you provide expanded business and financial news without additional staff
- > Gives your audience a heads-up on what's coming and why with quick earnings previews and snapshots
- > Complete business news and original stories

Essentials

- > Headlines, stories and updates seven days a week, around the clock
- > Coverage of hot stocks, earnings, executive changes, regulatory actions, mergers and acquisitions and major product developments
- > Includes earnings previews and earnings recaps
- > Easy to integrate online through an XML feed
- > Various archiving options available

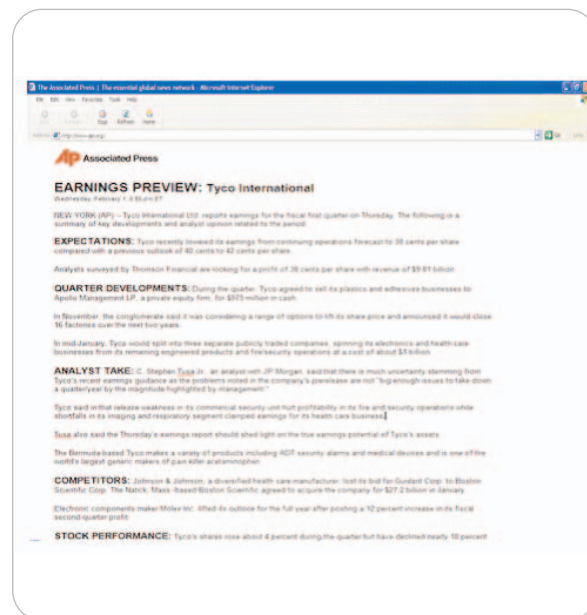
Advantages

- > Draws upon the historic strengths of AP's in-depth business news reporting – the foundation of local daily newspapers' business sections – along with an expanded, dedicated reporting team focused on timely coverage of the events before, during and after the market day
- > Offers thorough and explanatory articles aimed specifically at the individual investor
- > Combines quick filing with comprehensive reporting, providing your audience with breaking news content and the context needed to understand news events
- > Provides an unmatched number of unique stories each day, not just updates to older stories

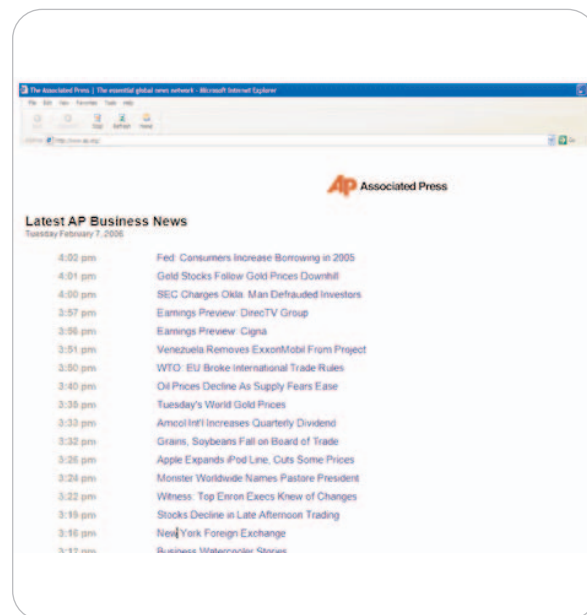
Summary

- > AP Financial News is an enhanced business and financial news service that supplies Web sites and wireless providers with news content targeted for individual investors.
- > As a result of AP's continued commitment to expanding its business coverage, members will continue to see consistent growth in story volume, breadth of companies covered, and depth of coverage leveraged from AP's bureaus located around the world.
- > The service provides relevant background information on organizations and events in every article, and offers an incomparable depth of information.

Essentials – Product Details



Comprehensive reporting



AP Financial News Headlines

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.

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