

Stock Investment Guide Software Manual

By
Churr Software



This manual may not be duplicated either in whole or in part by any means without the expressed written permission of Taylor Media, LLC. © Copyright 2009 Taylor Media, LLC, All Rights Reserved.

The following manual describes the operation of The Stock Investment Guide software for Macintosh and Windows. No part of this manual should be taken as investment advice, either in whole or in part. Make sure you research you own stock investment ideas carefully before investing.

This manual is subjected to the End User License Agreement (“EULA”) that accompanies the Stock Investment Guide software.

This manual is a work in progress. We have decided to release this manual in a less than finished condition, in order to provide our customers as much information as possible. We will continue to provide free updates to this manual as they become available.

TABLE OF CONTENTS

OVERVIEW	4
INTRODUCING THE STOCK INVESTMENT GUIDE 3	4
SPECIAL NOTE	4
SYSTEM REQUIREMENTS	5
INSTALLING THE STOCK INVESTMENT GUIDE	6
WINDOWS INSTALLATION PROCESS	6
MACINTOSH INSTALLATION PROCESS	6
SETTING PREFERENCES	7
PREFERENCES ON THE MACINTOSH VERSION	7
PREFERENCES ON THE WINDOWS VERSION	7
PREFERENCES: GENERAL TAB	8
PREFERENCES: STOCK DATA TAB	9
<i>Preferences: Stock Data Tab: Free Data Source</i>	<i>10</i>
STOCK LIBRARY WINDOW	13
STOCK ANALYSIS WINDOW	17
STOCK ANALYSIS WINDOW: COMPANY DATA TAB.....	18
STOCK ANALYSIS WINDOW: GRAPH TAB	19
GRAPH TAB: GRAPH PROJECTION	21
<i>Normal.....</i>	<i>21</i>
<i>Trend Line.....</i>	<i>21</i>
<i>QTR Projection.....</i>	<i>21</i>
STOCK ANALYSIS WINDOW: ANALYSIS TAB	22

OVERVIEW

Introducing The Stock Investment Guide 3

The **Stock Investment Guide** (SIG) software for Macintosh and Windows provides individual users and stock club members tools to analyze potential investments to determine if stock is reasonably priced.

The **Stock Investment Guide** (SIG) [™] is a powerful tool for performing comprehensive fundamental stock analysis of publicly traded companies. The **Stock Investment Guide** provides users with easy-to-use tools to use historical stock data to analyze historical growth trends, project earnings, and sales, and determine Buy, Hold, and Sell prices.

SIG uses a proven method of analyzing stocks, a method successfully used by stock clubs worldwide.

Using **SIG** is really easy. Our software integrates fully with the National Association of Investors Corporation (NAIC) online stock data. Users may also download stock data files from StockCentral.com.

SIG works with the Internet in unique ways, using exclusive features to understand the quality of potential investments. Users can view historical price graphs, research company news, research competitors, view SEC filings, get earnings estimates, and research technical analyses on the internet.

Special Note

This manual will cover both versions of **SIG**, for **Windows** and for **Macintosh**. Regardless of which version is used to create the screenshots in this manual, the operation of the software is identical in nearly every aspect. Any differences in operation between the two versions will be highlighted in the text that follows.

System Requirements

Macintosh

Intel or PowerPC Macintosh
Mac OS X 10.2 or later

Windows

Windows 2000 or later (2000/XP/Vista)

An active Internet connection is required to retrieve stock data into the Stock Investment Guide.

Installing the Stock Investment Guide

Installing the Stock Investment Guide is quite easy. The installation process differs for Windows and Macintosh users as described below.

Windows Installation Process

1. To install the software, download the latest version from:
<http://churr.com/downloads.shtml>
2. Once you have downloaded the software, unzip the archive as Windows does not automatically unzip the file.
3. Run the SIG3 Installer to install the software

Macintosh Installation Process

1. To install the software, download the latest version from:
<http://churr.com/downloads.shtml>
2. Once you have downloaded the software, unzip the archive as OS X does not automatically unzip the file.
3. Drag the software to your Applications folder
4. You may also drag the file from Applications to your Dock to create an alias.
5. You may also create an alias and place it on your desktop.

Setting Preferences

Setting your selections in preferences is the first step needed to bring **SIG** to an operational state. The software will not function properly until you establish your data source in **SIG**.

Preferences on the Macintosh Version

Select **SIG Preferences...** in the SIG3 menu (next to the Apple menu in the upper left corner of the screen).

Preferences on the Windows Version

Select **SIG Options...** in the Edit menu.

When you first open preferences, the window will display four tabs: General, Stock Data, Graph, and Comparisons.

Preferences: General Tab

The screenshot shows a 'Preferences' window with four tabs: 'General', 'Stock Data', 'Graph', and 'Comparisons'. The 'General' tab is selected. It contains several settings:

- Enter Your Name:** A text field with the placeholder 'Your Name Here'. Below it, a note says 'Used in the SSG "Prepared By" field'.
- SSG Zoning Type:** Two radio button options: '33%/33%/33%' and '25%/50%/25%'. The '25%/50%/25%' option is selected. Below it, a note says 'Zoning also may be changed from the Analysis menu'.
- Company Stock Price Chart:** A dropdown menu set to '1 Year'. Below it, a note says 'Default for the Stock Summary Report'.
- SIG Updates:** A checkbox labeled 'Automatically Check For SIG Updates' which is checked.
- Help Tags:** A checkbox labeled 'Use Help Tags' which is unchecked. Below it, a note says 'Help Tags are yellow help boxes that appear when the mouse hovers over certain controls.'

At the bottom of the window are 'Cancel' and 'Save' buttons.

1. Enter your name where it says “Enter You Name”
2. Set you SSG Zoning Preference. Details of zoning can be found in the SSG Tutorial section of this guide.
3. Set your preferred Company Stock Price Chart. This is used on a single, customized report called the Stock Summary Report.
4. We recommend that you enable the Automatic Check for SIG Updates. This will alert you when a new version is available.
5. Help Tags may be disabled if you do not wish to have the yellow help tags appear whenever the mouse cursor hovers over a control within the software.

Once you have completed the General Tab, selected the Stock Data tab in Preferences.

Preferences: Stock Data Tab

Preferences

General **Stock Data** Graph Comparisons

Enter Your User Name and Password

Select Data Service To Use

☒ Use NAIC
☐ Use StockCentral

NAIC Stock Data Service

User Name:

Password:
☐ Show Typing (Password)

StockCentral Data Service

User Name:

Password:
☐ Show Typing (Password)

☒ Update Stock Quotes When Opening Data Files
☐ Use Free Internet Stock Data Sources

Cancel Save

The Stock Data preference is the most important preference in having **SIG** perform as expected. If you do not enter your username and password correctly for the paid service, SIG will be unable to retrieve the data necessary to perform stock analysis.

1. **SIG** works with two subscription services available at: <http://betterinvesting.org> or <http://stockcentral.com>
2. We highly recommend users subscribe to one these services covering most U.S. traded securities. Because of a recent merger, but services are now operated by Better Investing. A free trial is available to allow you to try their services.
3. If you are using the NAIC/Better Investing service, enter your username and password in the top two fields. If you check the Show Typing (Password) checkbox before entering your password, you will be able to see your password while typing for better accuracy.
4. If you are using the Stock Central data service, enter username and password in the bottom two fields. If you check the Show Typing (Password) checkbox before entering your password, you will be able to see your password while typing for better accuracy.
5. Make sure you select the corresponding service using the radio buttons on the left side of the window.
6. If you select the Update Stock Quotes When Opening Data Files checkbox, the current daily quote will automatically update when a file is opened. Users will be asked to save the file upon closing if this option is selected (because the stock prices has been updated).
7. The final option, Use Free Internet Stock Data Sources, allows users to derive a free data set from Internet sources. This is not a full replacement for the subscription services as described below.

Preferences: Stock Data Tab: Free Data Source

The Use Free Internet Stock Data Sources is not a full replacement for the subscription services. There are significant differences users must consider when using this option. It is the users responsibility to verify the accuracy of the data before relying upon the results in **SIG** to make investment decisions.

There are a couple of reasons for using the free data option. First, some users simply don't want to pay the annual fee for the subscription data services, even though they are quite affordable and provide all of the data needed for SIG. Also, the free data option can be used as a backup when one of the subscription services experiences a temporary outage, usually a rare occurrence.

Some users prefer to use Value Line data sheets, entering the data manually. The free data option can save some data entry by refilling the fields with the most recent data. The user can then change the entries to match the Value Line data sheet.

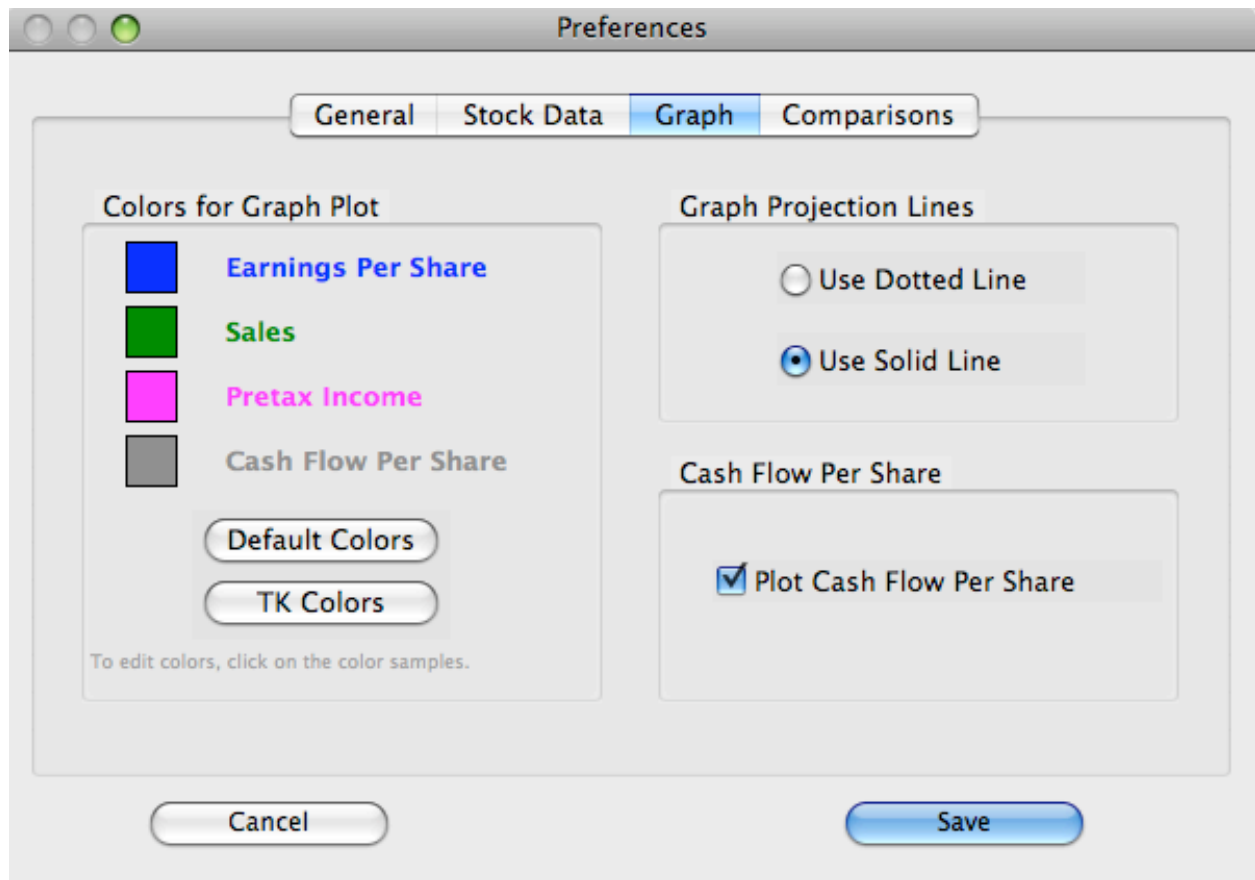
Other users live outside the United States, and use **SIG** to analyze international equities. SIG is able to extract data for international equities, if that data is available on the source sites. The following countries can be retrieved by using the format of the **country designator:ticker symbol**, e.g. AU:BHP would be for the Australian listing of BHP.

The country designators are:

Country	Designator
Australia	AU:
Belgium	BE:
Canada	CA:
France	FR:
Italy	IT:
Germany	DE:
Japan	JP:
Netherlands	NL:
Spain	ES:
Sweden	SE:
United Kingdom	GB:

NOTE: The Earnings Per Share (EPS or E/S) in the free data option may not all be normalized EPS values like those provided by the subscription service. Pay careful attention to the EPS values when using the free data options.

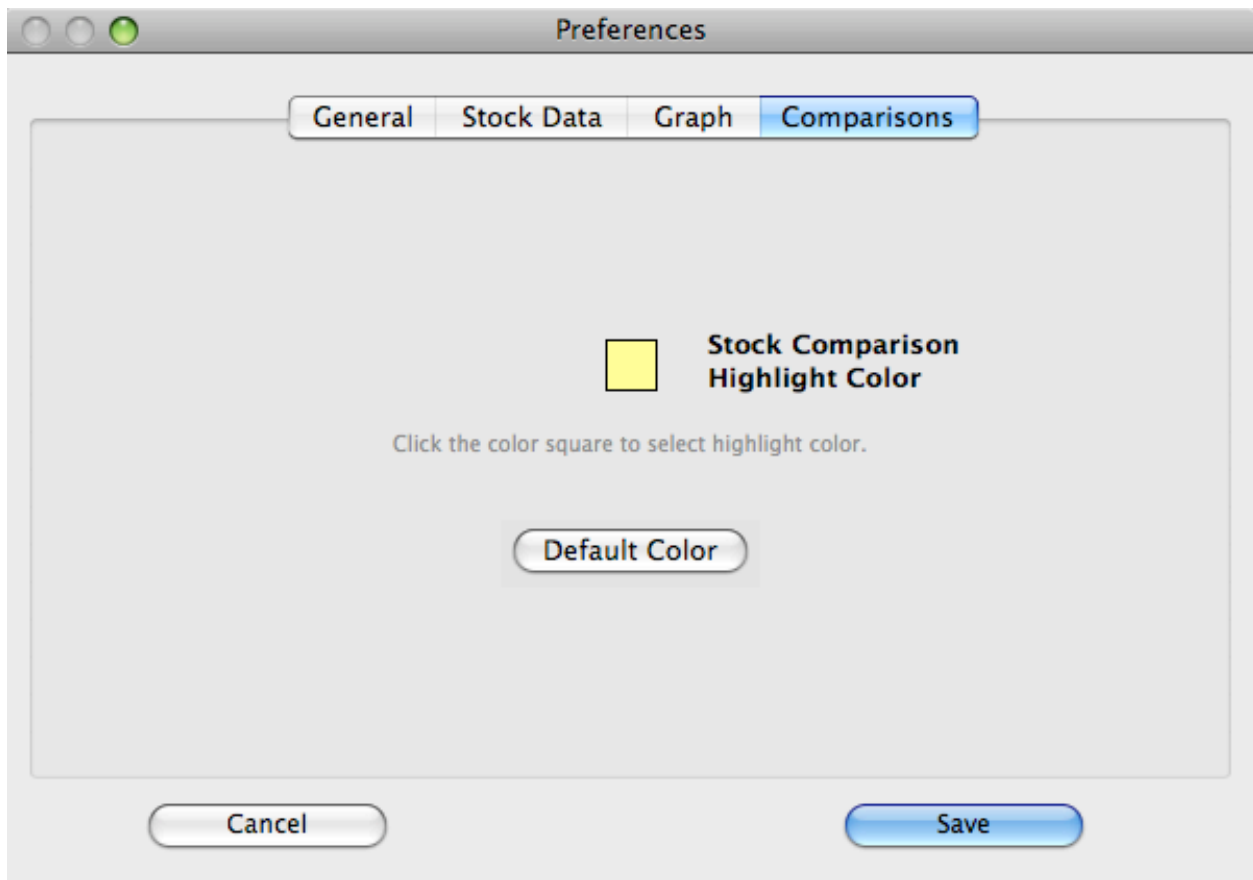
Preferences: Graph Tab



The Graph tab in Preferences allows users to set the colors used on the main analysis graph, select a dotted or solid projection line, and to optionally plot Cash Flow Per Share on the graph. The graph colors may be set by using one of the two default colors buttons. Users may also individually select the color swatches and pick their own colors.

The color preferences will be saved and used for the graph until modified in preferences.

Preferences: Comparisons Tab



The Graph tab in Preferences allows users to set the colors used on the stock Comparison Analysis Review. The color may be set by using one of the default color buttons. Users may also select the color swatch and pick their own color.

The color preference will be saved and used for the stock comparisons until modified in preferences.

Stock Library Window

Ticker	Name	SIG Date	Price	Quote Date	Up/Down	Proj. Rtn
<input type="checkbox"/> DECK	DECKERS OUTDOOR CORP	07/24/2009	67.39	8/4/2009	6.1	35.5
<input type="checkbox"/> DIS	DISNEY (WALT) CO	07/16/2009	25.64	8/4/2009	3.4	20.9
<input type="checkbox"/> EMR	Emerson Electric Company	07/31/2009	36.42	07/31/2009	4.4	23.1
<input type="checkbox"/> ESI	ITT EDUCATIONAL SERVICES INC	07/16/2009	100.67	8/4/2009	3.6	25.2
<input type="checkbox"/> FAST	FASTENAL CO	07/16/2009	33.09	07/16/2009		
<input type="checkbox"/> FDS	FACTSET RESEARCH SYSTEMS I...	05/15/2009	49.77	6/26/2009	8.4	25.98
<input type="checkbox"/> GE	GENERAL ELECTRIC CO	05/15/2009	13.82	8/4/2009	5.5	44.3
<input type="checkbox"/> GILD	GILEAD SCIENCES INC	05/15/2009	47.52	6/26/2009	6.1	21.19
<input type="checkbox"/> GME	Gamestop Corporation Class A	07/31/2009	22.86	07/31/2009	16.7	39.6
<input type="checkbox"/> GOOG	Google, Incorporated	07/10/2009	453.734	8/4/2009	8.1	36.3
<input type="checkbox"/> HCBK	HUDSON CITY BANCORP INC	07/16/2009	14.40	8/4/2009	5.0	30.9
<input type="checkbox"/> HD	HOME DEPOT INC	08/03/2009	26.29	8/4/2009	2.8	17.8
<input type="checkbox"/> HON	Honeywell International Inc	7/11/2009	30.03	7/11/2009	10.9	34.4
<input type="checkbox"/> HRS	HARRIS CORP	07/16/2009	31.38	8/4/2009	23.0	39.4
<input type="checkbox"/> LLL	L-3 COMMUNICATIONS HLDG...	08/03/2009	76.08	8/4/2009	7.5	24.9
<input type="checkbox"/> MON	MONSANTO CO	06/25/2009	84.02	8/4/2009	10.2	28.7
<input type="checkbox"/> MVL	MARVEL ENTERTAINMENT INC	05/15/2009	40.05	8/4/2009	3.1	23.2
<input type="checkbox"/> OKE	ONEOK INC	08/03/2009	33.91	8/4/2009	2.0	18.7
<input type="checkbox"/> PEP	PEPSICO INC	08/03/2009	59.06	8/4/2009	4.2	18.6
<input type="checkbox"/> QCOM	QUALCOMM INC	05/01/2009	46.19	6/26/2009	2.2	26.76
<input type="checkbox"/> QSII	QUALITY SYSTEMS INC	07/16/2009	54.63	8/4/2009	2.5	21.6
<input type="checkbox"/> RIMM	RESEARCH IN MOTION LTD	05/01/2009	70.6599	6/26/2009	5.9	51.64
<input type="checkbox"/> SEIC	SEI INVESTMENTS CO	07/16/2009	18.92	8/4/2009	1.7	14.5
<input type="checkbox"/> STJ	ST JUDE MEDICAL INC	05/15/2009	41.67	6/26/2009	6.0	41.56
<input type="checkbox"/> STN	STANTEC INC	06/19/2009	24.23	6/26/2009	3.9	40.39
<input type="checkbox"/> STNR	STEINER LEISURE LTD	06/19/2009	32.65	8/4/2009	2.9	18.8
<input type="checkbox"/> STRA	STRAYER EDUCATION INC	07/16/2009	217.39	8/4/2009	3.5	17.2
<input type="checkbox"/> SWKS	SKYWORKS SOLUTIONS INC	05/01/2009	10.02	6/26/2009	5.2	59.38
<input type="checkbox"/> SYK	STRYKER CORP	07/16/2009	40.84	8/4/2009	13.9	35.5
<input type="checkbox"/> TECH	TECHNE CORP	07/16/2009	63.69	8/4/2009	3.6	15.4
<input type="checkbox"/> TROW	PRICE (T. ROWE) GROUP	08/03/2009	47.50	8/4/2009	0.3	5.5
<input type="checkbox"/> VAR	Varian Medical Systems, Inc.	07/10/2009	32.60	7/13/2009	20.7	35.1
<input type="checkbox"/> WTW	WEIGHT WATCHERS INTL INC	07/16/2009	28.36	8/4/2009	6.6	33.6

38 stocks in the library

Macintosh Version of the Library Window

The Stock Investment Guide 3 introduced a new feature that helps to organize your stock analyses. The Stock Library screen allows users to organize their stocks much like digital music can be organized. You can directly import data files using the ticker symbol field and hitting the Fetch SSG button. You can easily search for stocks by typing characters in the search field on the right side of the screen.

The library window is the central hub for collecting all of your stock analyses. The lay includes a toolbar across the top for main functions, a side menu bar for listing of your portfolios, and the stock listing in the central portion of the window. The side menu, called the Source menu, has Stock Library as the first item. This selection shows all stocks in your library.

The screenshot shows the 'Stock Analysis Library' window. On the left is a 'Source' sidebar with 'Stock Library' selected. The main area displays a table of 38 stocks. The table has the following columns: Ticker, Name, SIG Date, Price, Quote Date, Up/Down, and Proj. Rtn. The data is as follows:

Ticker	Name	SIG Date	Price	Quote Date	Up/Down	Proj. Rtn
<input type="checkbox"/> AAPL	APPLE INC	07/31/2009	166.43	07/31/2009	3.4	22.8
<input type="checkbox"/> BRCD	BROCADE COMMUNICATION...	07/13/2009	7.440	07/13/2009		
<input type="checkbox"/> COH	COACH INC	07/16/2009	26.63	7/17/2009	3.0	31.8
<input type="checkbox"/> CPLA	CAPELLA EDUCATION CO	07/16/2009	64.72	8/4/2009	2.9	19.1
<input type="checkbox"/> DBD	DIEBOLD INC	07/16/2009	27.630	07/16/2009		
<input type="checkbox"/> DECK	DECKERS OUTDOOR CORP	07/24/2009	67.39	8/4/2009	6.1	35.5
<input type="checkbox"/> DIS	DISNEY (WALT) CO	07/16/2009	25.64	8/4/2009	3.4	20.9
<input type="checkbox"/> EMR	Emerson Electric Company	07/31/2009	36.42	07/31/2009	4.4	23.1
<input type="checkbox"/> ESI	ITT EDUCATIONAL SERVICE...	07/16/2009	100.67	8/4/2009	3.6	25.2
<input type="checkbox"/> FAST	FASTENAL CO	07/16/2009	33.09	07/16/2009		
<input type="checkbox"/> FDS	FACTSET RESEARCH SYSTE...	05/15/2009	49.77	6/26/2009	8.4	25.98
<input type="checkbox"/> GE	GENERAL ELECTRIC CO	05/15/2009	13.82	8/4/2009	5.5	44.3
<input type="checkbox"/> GILD	GILEAD SCIENCES INC	05/15/2009	47.52	6/26/2009	6.1	21.19
<input type="checkbox"/> GME	Gamestop Corporation Class A	07/31/2009	22.86	07/31/2009	16.7	39.6
<input type="checkbox"/> GOOG	Google, Incorporated	07/10/2009	453.734	8/4/2009	8.1	36.3
<input type="checkbox"/> HCBK	HUDSON CITY BANCORP INC	07/16/2009	14.40	8/4/2009	5.0	30.9
<input type="checkbox"/> HD	HOME DEPOT INC	08/03/2009	26.29	8/4/2009	2.8	17.8
<input type="checkbox"/> HON	Honeywell International Inc	7/11/2009	30.03	7/11/2009	10.9	34.4
<input type="checkbox"/> HRS	HARRIS CORP	07/16/2009	31.38	8/4/2009	23.0	39.4
<input type="checkbox"/> LLL	L-3 COMMUNICATIONS HLD...	08/03/2009	76.08	8/4/2009	7.5	24.9
<input type="checkbox"/> MON	MONSANTO CO	06/25/2009	84.02	8/4/2009	10.2	28.7
<input type="checkbox"/> MVL	MARVEL ENTERTAINMENT INC	05/15/2009	40.05	8/4/2009	3.1	23.2
<input type="checkbox"/> OKE	ONEOK INC	08/03/2009	33.91	8/4/2009	2.0	18.7
<input type="checkbox"/> PEP	PEPSICO INC	08/03/2009	59.06	8/4/2009	4.2	18.6
<input type="checkbox"/> QCOM	QUALCOMM INC	05/01/2009	46.19	6/26/2009	2.2	26.76
<input type="checkbox"/> QSII	QUALITY SYSTEMS INC	07/16/2009	54.63	8/4/2009	2.5	21.6
<input type="checkbox"/> RIMM	RESEARCH IN MOTION LTD	05/01/2009	70.6599	6/26/2009	5.9	51.64
<input type="checkbox"/> SEIC	SEI INVESTMENTS CO	07/16/2009	18.92	8/4/2009	1.7	14.5
<input type="checkbox"/> STJ	ST JUDE MEDICAL INC	05/15/2009	41.67	6/26/2009	6.0	41.56
<input type="checkbox"/> STN	STANTEC INC	06/19/2009	24.23	6/26/2009	3.9	40.39
<input type="checkbox"/> STNR	STEINER LEISURE LTD	06/19/2009	32.65	8/4/2009	2.9	18.8
<input type="checkbox"/> STRA	STRAYER EDUCATION INC	07/16/2009	217.39	8/4/2009	3.5	17.2
<input type="checkbox"/> SWKS	SKYWORKS SOLUTIONS INC	05/01/2009	10.02	6/26/2009	5.2	59.38

38 stocks in the library

Windows version of the Library Window

Note: The values in the images are for illustration purposes only. Do not use these values to make investment decisions.

The Source Menu Bar

The left-hand side of the Library window, the light blue area under the "Source" label, initially has a single entry: "Stock Library." Additional sources can be entered in this sidebar by clicking either the **New Portfolio** button or the **New Invest** button. A new untitled portfolio is then created in the sidebar. Double-click the "untitled" name and enter your desired name for the portfolio.

Double-clicking any stock in the Stock Library or Portfolio views will open that stock in a Stock Analysis window.

Populating Portfolios

There are two ways to add stocks to a Portfolio: (1) drag stocks from your Stock Library or (2) enter a stock ticker and press the Fetch SSG button while in a portfolio view. When entering tickers and fetching stock data, SIG will check your library to see if the stock already exists. You will then have the option of linking to the existing stock data, or to import new data. If more than one copy of a stock exists in your Stock Library, SIG will link to the first one listed.

If you are populating an Investment Portfolio, you may also enter the number of shares, then either a price per share or total cost for the stock. The remaining value will be calculated for you. The Investment Portfolio view allows for simple stock performance tracking. This is a great way to create watch lists for stocks you may be interested in owning. You can also keep track of your IRA, 401K, or stock club portfolio performance.

Deleting a Portfolio

To delete a Portfolio or Investment Portfolio from the list, simply highlight the name in the left sidebar, and then press the Delete Portfolio or Delete Invest button in the toolbar. Deleting a portfolio **does not** remove the stock data files from the Stock Library.

Sorting a Stocks

The stocks viewed in the library any portfolio may be sorted by click on any column header. A second click to the column header will reverse the sort order. The search term has been entered in the search field, only the visible stocks will be sorted.

Selecting Stocks

Stocks may be selected in the Stock Library or any portfolio by activating the checkbox next to the stock ticker. All stocks viewed can be selected by pressing the checkbox button at the top of the checkbox column. A second press will deselect the stocks.

Deleting Stocks

Once stocks are selected they may be deleted from the current view. If the current view is a portfolio, the stocks are removed from the portfolio, but not removed from the library. If the current view is the Stock Library, the stocks are permanently removed from the Stock Investment Guide. The stocks are also removed from the respective portfolios.

Updating Prices

Once stocks are selected, the current stock prices may be retrieved by pressing the Update \$ button in the toolbar. The Up/Down ratio and total return are recalculated based on the last analysis saved to the Stock Library.

Opening an Analysis

The easiest way to open an stock analysis is to double-click the stock listed in the Stock Library or portfolio. If stocks have been selected using the checkboxes, only the first stock listed will be opened when pressing the Analysis button. If no stock is listed, the Analysis button opens a new, blank analysis. Stock data may be retrieved within the Stock Analysis window.

Opening a Stock Comparison (previously called the Comparison Analysis Review or CAR) Once stocks are selected, a side-by-side comparison of stock analyses may be opened for up to 5 stocks at a time. If more than 5 stocks have been selected, only the first 5 stocks are opened. To open a comparison, select 1 to 5 stocks using the checkboxes. Then press the Comparison button in the toolbar.

Opening a Portfolio Analysis Review (PAR)

Once stocks are selected a Portfolio Analysis Review (PAR) may be opened by pressing the PAR button in the toolbar. An entire portfolio may be open in a PAR, since there is no real limit to the number of stocks that can be analyzed in PAR.

Exporting a Database

A database of selected analyses may be exported from the Stock Investment Guide. Other SIG users can import this exported database. To export data for users of other stock analysis programs, use the Export as .ssg menu item. To export a database, select the stocks to be exported by using

the checkboxes. Then use the Export Database menu item (under the File menu) to export the database. Only the stock data are exported using the function. Portfolio definitions are not exported.

Importing a Database

Use the Import Database menu item to import a previously imported database. The imported stocks are added to the Stock Library.

The Stock Library Database File

The stock data is stored in the StockLibrary.rsd database file, located in your documents directory. Renaming the database file will cause a new, blank database file to be created. Renaming a previously exported database file to "StockLibrary.rsd" will cause the software to use that database file. You should periodically backup the StockLibrary.rsd database file.

*The **Stock Investment Guide** does not provide investment advice.* The suitability of any investment can't be determined by this software, but must be determined by you.

Stock Analysis Window: Company Data Tab

The Company Data tab of the Analysis window displays the basic company data imported from the data service. The Company Data tab also includes a basic Description, plus a field for recording user notes.

The Company Data tab also includes recent or pending earnings announcements in red text.

The Update Quote button in the tool bar retrieves the most recent stock price for the company. The Web Window button opens a new window with a web browser customized for further research. The Print button prints the Stock Summary Report (SSR) from the Company Data tab. This report is described under the Reports tab.

DECKERS OUTDOOR CORP.

Update Quote Web Window Print

Company Data Graph Analysis Performance Data Graphs Reports Extended Data

Today's Date: 7/26/2009 Preparer: Brad

Company: DECKERS OUTDOOR CORP

Sector: Industry: Footwear

Description: Deckers Outdoor Corporation is engaged in designing, producing and managing footwear and the category creator in the sport sandal, luxury sheepskin, and footwear segments. The Company sell the products, including accessories, such as handbags, headwear, packs and outerwear, through domestic retailers and international distributors and directly to the consumers, both domestically and internationally, through Websites, call

Data Source: BetterInvesting Exchange: NASDAQ

Source Date: 07/16/2009 Tot. Cap: 399.05

Debt (\$M): 0.00 % Tot. Cap: 0.00

Symbol: DECK Fetch SSG

Current Price: 69.28 Date: 7/24/2009

52 Week High: 127.95 Low: 37.24

Notes:

Shares:

	Authorized	Issued	Diluted
Preferred		0.000	
Common	13.201	13.115	0.111

Preferred Stock Dividend:

Earnings Announcement: 23-Jul-09

QUARTERLY DATA

	QTR	Sales	Earnings	Dividend
1st Qtr 2008		97.53	0.86	0.000
2nd Qtr 2008		91.12	0.39	0.000
3rd Qtr 2008		197.29	1.97	0.000
4th Qtr 2008		303.51	4.05	0.000
1st Qtr 2009		134.23	0.93	0.000

ANNUAL DATA

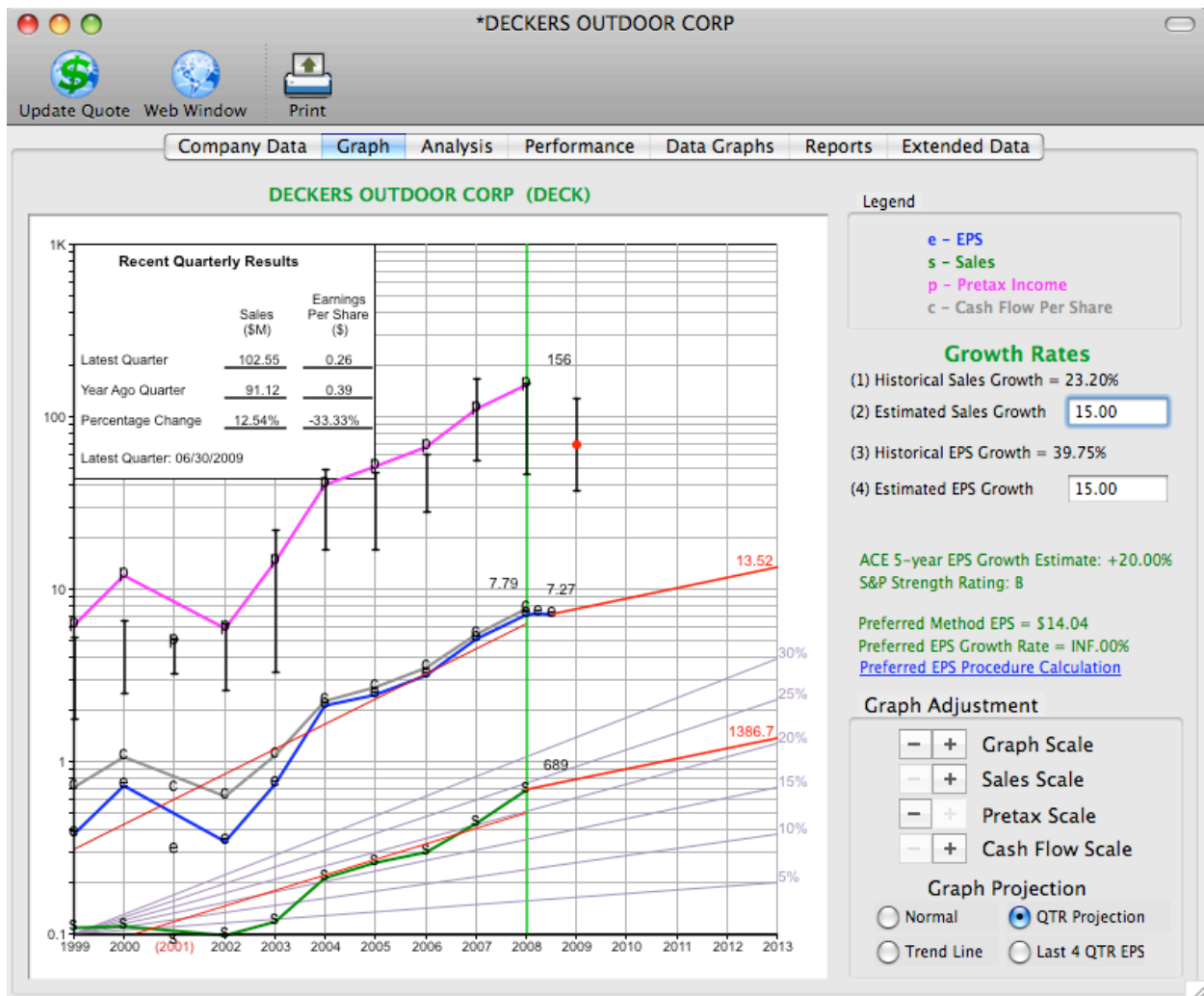
Year	High Price	Low Price	E/S	Div	Bk Val	Sales	Net Profit	% Tax	CashFlow/sh
1999	5.250	1.750	0.39	0.000	6.27	109.666	3.503	43.743	0.731
2000	6.500	2.500	0.74	0.000	7.02	113.738	7.012	43.152	1.089
2001	5.125	3.230	0.31	0.000	7.14	91.461	2.995	39.994	0.705
2002	6.300	2.560	0.35	0.000		99.107	3.432	43.477	0.636
2003	21.990	3.309	0.76	0.000	7.25	121.055	9.029	38.846	1.107
2004	49.120	16.900	2.16	0.000	11.57	214.787	26.227	35.867	2.299
2005	47.250	16.920	2.48	0.000	14.28	264.760	31.908	38.924	2.767
2006	60.560	27.970	3.23	0.000	16.71	304.423	41.609	39.392	3.550
2007	166.500	55.980	5.19	0.000	22.96	448.929	68.140	39.506	5.518
2008	157.030	46.270	7.27	0.000	29.36	689.445	95.928	38.637	7.788

Stock Analysis Window: Graph Tab

The Graph Tab displays the primary graph used in the stock analysis. This graph is a semi-logarithmic graph that includes Earnings Per Share, Pretax Profit, Sales, and High/Low Price bars.

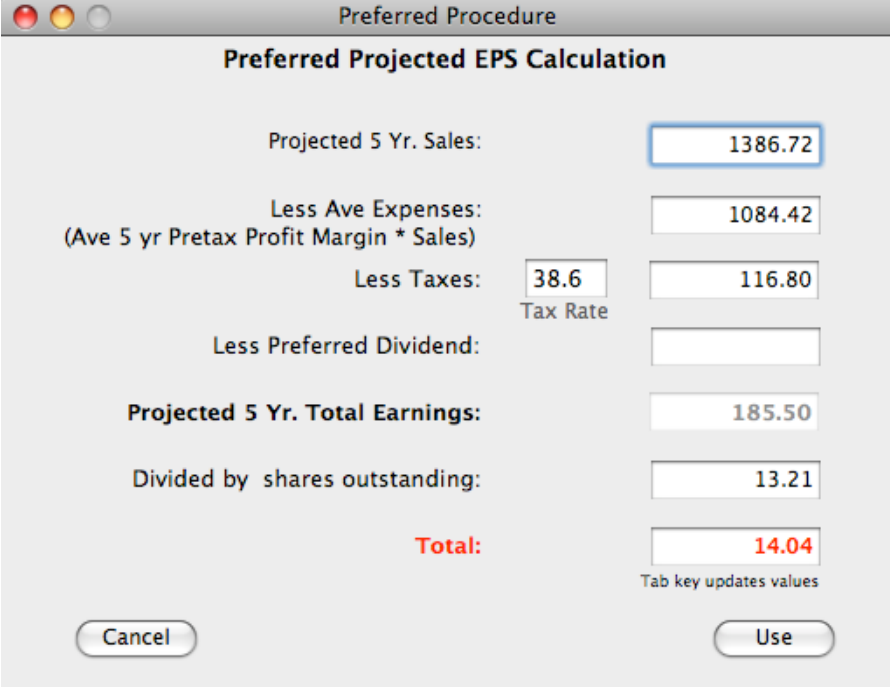
The lower right corner of the windows includes controls to adjust the scale of the graph and placement of the data lines on the graph. A year may be omitted from the graph by clicking on the year's label at the lower portion of the graph.

The user inputs two pieces of data in the Graph Tab: Estimated Sales Growth and Estimated EPS Growth for the next five years. A projection line is drawn based on these inputs. The projection starting point may be adjusted using the Graph Projection radio buttons in the lower right portion of the window.



Graph Tab: Preferred EPS Procedure Calculation

The Graph tab includes a blue link to adjust the Preferred EPS Calculation. This link opens a calculation window to adjust the Preferred EPS Procedure values used to calculate



A screenshot of a software window titled "Preferred Procedure". Inside the window, the title "Preferred Projected EPS Calculation" is centered. The window contains several input fields and labels for calculating EPS. The values are as follows:

Label	Value
Projected 5 Yr. Sales:	1386.72
Less Ave Expenses: (Ave 5 yr Pretax Profit Margin * Sales)	1084.42
Less Taxes:	38.6
Tax Rate	116.80
Less Preferred Dividend:	
Projected 5 Yr. Total Earnings:	185.50
Divided by shares outstanding:	13.21
Total:	14.04

At the bottom left is a "Cancel" button, and at the bottom right is a "Use" button. Below the "Total" value, there is a small text note: "Tab key updates values".

Graph Tab: Graph Projection

SIG provides four methods or starting points for the Sales and EPS projection lines.

Normal

The Normal projection starts the projection line from the last fiscal year values. This is the default starting point for the projection line.

Trend Line

The Trend Line projection starts the projection line from the end of the trend line. The trend line is the least squares curve fit represented by the red trend line on the Sales and EPS data plots.

QTR Projection

If the company has additional quarters of data beyond the last fiscal year, this projection method is enabled. The QTR Projection starts the projection line from the last quarterly data point. The projection is adjusted to less than five year because the projection starts after the last fiscal year. If one quarter of data is plotted, the projection is made for 4.75 years.

Last 4 QTR EPS

If the company has additional quarters of data beyond the last fiscal year, this projection method is enabled. The last 4 QTR EPS projection is similar to the QTR Projection. Instead of starting the projection at the last quarterly data point, the projection begins at the last fiscal year and is projected for five years. The projection data point is calculated for the last four quarters of data.

Stock Analysis Window: Analysis Tab

DECKERS OUTDOOR CORP

Company Data
Graph
Analysis
Performance
Data Graphs
Reports
Extended Data

PERFORMANCE

	1999	2000	(2001)	(2002)	2003	2004	2005	2006	2007	2008	5 Yr Ave	Trend
% Pretax Profit	5.7	10.8	5.5	6.1	12.2	19.0	19.7	22.6	25.1	22.7	21.8	EVEN
% Earned on Capital	6.2	10.5	4.3		10.5	18.7	17.4	19.3	22.6	24.8	20.6	UP
% Debt to Equity	11.0	0.7	0.2		37.6	0.0	0.0	0.0	0.0	0.0	0.0	

PRICE & EARNINGS HISTORY

Present Price = 69.28
52 Week High = 127.95
52 Week Low = 37.24

Year	High Price	Low Price	EPS	PE High	PE Low	Dividend	Payout	High Yield
2004	49.1	16.9	2.16	22.7	7.8	0.000	0.0	0.0
2005	47.2	16.9	2.48	19.1	6.8	0.000	0.0	0.0
2006	60.6	28.0	3.23	18.7	8.7	0.000	0.0	0.0
2007	166.5	56.0	5.19	32.1	10.8	0.000	0.0	0.0
2008	157.0	46.3	7.27	21.6	6.4	0.000	0.0	0.0
TOTAL	480.5	164.0						
AVERAGE	96.1	32.8		20.5	7.4		0.0	

AVERAGE PRICE EARNINGS RATIO = 13.9
CURRENT PRICE EARNINGS RATIO = 9.6

PEG Ratio = 0.64
Proj PEG = 0.56
Current PE Ratio Based on Current EPS [\$7.21]
Projected PE Ratio of [8.4] Based on Projected EPS [\$8.3]

EVALUATING BUY, HOLD, SELL

A. CALCULATED HIGH PRICE - 5 YEARS

Avg. High P/E 20.5 x Estimated High Earnings/Share 13.52 = Forecast High Price \$ 277.2

B. CALCULATED LOW PRICE - 5 YEARS

(a) Avg. Low P/E 7.4 x Estimated Low Earnings/Share 7.27 = \$ 53.80

(b) Avg. Low Price of Last 5 Years = 32.8

(c) Recent Market Low = 28.0

(d) Dividend Price Support =

(e) Price Variant = 43.7

Selected Estimated Low Price \$ 32.8

C. BUY/HOLD/SELL ZONES

Selected High of \$277.20 minus Selected Low of \$32.80 = \$244.40 Range. 1/4 of Range = \$61.100

25%/50%/25% Zoning

Buy Zone = \$32.8 to \$93.9 Hold Zone = \$93.9 to \$216.1 Sell Zone = \$216.1 to \$277.2

Current price of \$69.28 is in the BUY zone

D. UPSIDE RISK ANALYSIS

(Forecast High Price 277.2 - Current Price 69.28) ÷ (Current Price 69.28 - Estimated Low Price 32.8) = 5.7 to 1

RETURN ANALYSIS

Relative Value = 69.1%
Proj Rel Value = 60.1%

Current Yield = 0.00%
5 Yr. Yield = 0.0%
Price Appreciation = ((100*Projected High Price÷Current Price)-100)÷5 = 60.0 %
Average Total Return = Price Appreciation+Ave. 5 Yr. Yield = 62.5 %

Average Yield 0.0%
Annual Appreciation 22.1%
Compounded Annual Return 22.1%

P.A.R 0.0%
Tot. Ret. 32.0%

The Stock Trader's Guide to the Dow Jones Industrial Average

22

