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**Contact:**

Brett Fogle  
The Options University, LLC  
(561) 347-7853  
brett@options-university.com  
www.optionsuniversity.com

Dawn S. Smith  
The Options University, LLC  
(404) 460-7852  
media@options-university.com  
www.optionsuniversity.com

**NASDAQ's Entry into the Options Market Favors Individual Investors**

*Options Trading in Penny Increments Offers Unprecedented Benefits, Expert Says*

Boca Raton, FL, September 11, 2006 – The recent reports of NASDAQ's entrance into the options product market did not send shockwaves over the news wires. With five US Exchanges already listing equity and index options, the announcement failed to raise a ruckus with the general public. It did cause a stir amongst those who understood its importance.

"The big deal is not so much what is occurring, but who is involved and what they are trying to do," states Ron Ianieri, Chief Strategist of The Options University. The former floor trader instructs novice and experienced traders how use options to make better profits while limiting risks. Experts and individual traders aptly consider the NASDAQ as the future of the US Exchanges. With innovative technology, they came out of nowhere and challenged the New York Stock Exchange for supremacy in the domestic equity market.

With a battle for dominance underway, many wonder why the NASDAQ would hop into the overly competitive options market. "The NASDAQ has finally committed itself to options because they see the current growth of the product. More importantly, they see the future growth of this industry," asserts Ianieri. NASDAQ coupled the announcement with a notice that they petitioned the SEC to allow options to trade in pennies instead of nickels.

Institutional-level traders are plagued with reports of buying contracts at various prices. For accounting purposes, they would rather pay a little more and fill large orders at one price. Trading in pennies fragments the liquidity at each potential price and creates additional confusion and paperwork for large sized institutional orders.

Individual investors, on the other hand, have a lot to gain from options trading in penny increments. Options afford them numerous advantages over stocks – so much, that even an equity driven exchange such as the NASDAQ takes notice. "This should be a



wake up call to those who have not decided to incorporate options into their trading regime,” exclaims Ianieri. The options strategist and former market maker stresses that a comprehensive understanding of options is a necessary precursor for successful trading. Through The Options University, Ianieri offers live educational seminars and even an annual Seminar At Sea. However, the lions’ share of his training comes by way of virtual web-classes, home study courses and one-on-one consultations. “Now is the time to seek a quality option education and begin to reap the benefits of this long misunderstood and misused tool,” says Ianieri.

**About The Options University, LLC**

The Options University is the leading source for options strategies for safer investing and better profits. Maximizing the experience of co-founder Ron Ianieri, a former floor trader with 14 years of success with the Philadelphia Stock Exchange, the educational company is uniquely qualified to teach investors how to make consistent profits while limiting risk. For more information on The Options University, visit [www.optionsuniversity.com](http://www.optionsuniversity.com).

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