



FOR IMMEDIATE RELEASE

October 4, 2006

SEC's Drastic Rule Change Will Free Up More Money for Investors

Outspoken Options Expert Comments on What Mad Money's Jim Cramer Calls the Hottest, Fastest Growing Segment of the Investment Market

Boca Raton, FL, October 4, 2006 – Investors are anticipating the Securities and Exchange Commission's latest proposed rule change. The SEC is considering altering a rule, which could drastically change the way brokerage firms assess margin requirements on options trading investors. Current rules do not consider the ability of options to lower risk. The new rules will allow brokers to evaluate a portfolio's stock and option positions before assessing margin requirements. For options guru, Ron Ianieri, the news is long overdue.

“This is going to free up a lot of money and offer a lot of opportunities for people who didn't have them before,” says Ianieri. The aptly described pit bull of the options industry dispels the myth of risk as chief options strategist for The Options University. For years, he was one of only a handful of experts touting the benefits of options trading. Many investors and financial analysts denounced them as a risky addition to a portfolio.

“Investors are not going to get whacked in the head by margins anymore. The firms are going to start requiring the proper amount of money to stay in a position as opposed to five or six times that amount,” reveals Ianieri. As more investors race to enter the world of options trading, margin departments in brokerage firms are in a similar race to understand the new requirements. “Most of the major brokerage firms won't know what's going on. You better get broker that understands this now or else you are going to be cheating yourself out of a lot of money, time and effort,” Ianieri warns.

The SEC's announcement is the latest validation for the outspoken expert who trains an ever-increasing number of investors for the booming options product market. *Mad Money's* Jim Cramer recently exclaimed that options are the hottest, fastest growing segment of the market. “Options are here. They are an investor's best friends. Thank God, the SEC is starting to figure that out,” exclaims Ianieri. One thing is for sure. Ron Ianieri is ready for the attention.

About The Options University, LLC

The Options University is the leading source for options education for safer investing and better profits. Maximizing the experience of co-founder Ron Ianieri, a former floor trader with 14 years of experience on 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.

###

Contact:

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