



FOR IMMEDIATE RELEASE

August 5, 2006

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
dawnsmith@teamdouclick.com
www.optionsuniversity.com

Trend Alert: Aging Baby Boomers Turn to Options Trading (Risky or Not)

Anemic IRA Returns From Sagging Stock Market Prompt Investors to Sell Options Against Their Portfolios to Boost Retirement Returns

Boca Raton, FL, August 5, 2006 – Matt Wenzel has worked hard for his money and has saved diligently for years. He has watched as multiple brokerage firms, hedge funds and mutual funds have done nothing to grow his nest egg over the past five years or so. This combined with a very lackluster market, has left Matt with very few options and one big dilemma...how does he go about generating returns on a portfolio that has not seen any in near seven years in a market that is not stock owner friendly?

He is not alone. In an uncertain market, investors are growing frustrated with poor or non-existent stock market profits. *Barron's* recently highlighted the largest demographic of investors - aging baby-boomers' move toward options as a way to increase their income and returns on under performing portfolios. These investors turn to options for the monthly premiums from the options' sale against the stocks held in their IRA's and other long-term portfolios.

"When used correctly, options are less risky than stocks and can provide much greater percentage returns with less capital outlay," explains Ron Ianieri, Chief Strategist of The Options University. The former floor trader often teaches baby boomers how to use options with very little risk while boosting retirement returns by multiples of up to 10 times.



The proper use of options can enhance a portfolio regardless of the current market conditions. The incredible flexibility of options allows investors to make money in bull, bear, or sideways markets. Options also provide ways to profit from movements of time and/or volatility increasing the ways an investor can profit. Options even allow investors to generate income from already existing stock positions generating returns from stocks that are not returning any profits. Finally, options allow you to protect your profits much more efficiently than any other vehicle including stop loss orders. Options provide all of these advantages and more with unprecedented cost efficiency.

On CNBC's show 'Mad Money,' Jim Cramer recently declared that options are the fastest growing segment of today's markets. Brokerage accounts are reporting record increases in the number of new options accounts. Options trades are up by as much as 50% over last year. "This proves that the public is finally ready to embrace options as a trading vehicle they can trust," asserts Ianieri. "I have taught hundreds of investors how to increase their returns and limit their risk by using options. I know that anyone can do it."

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

###