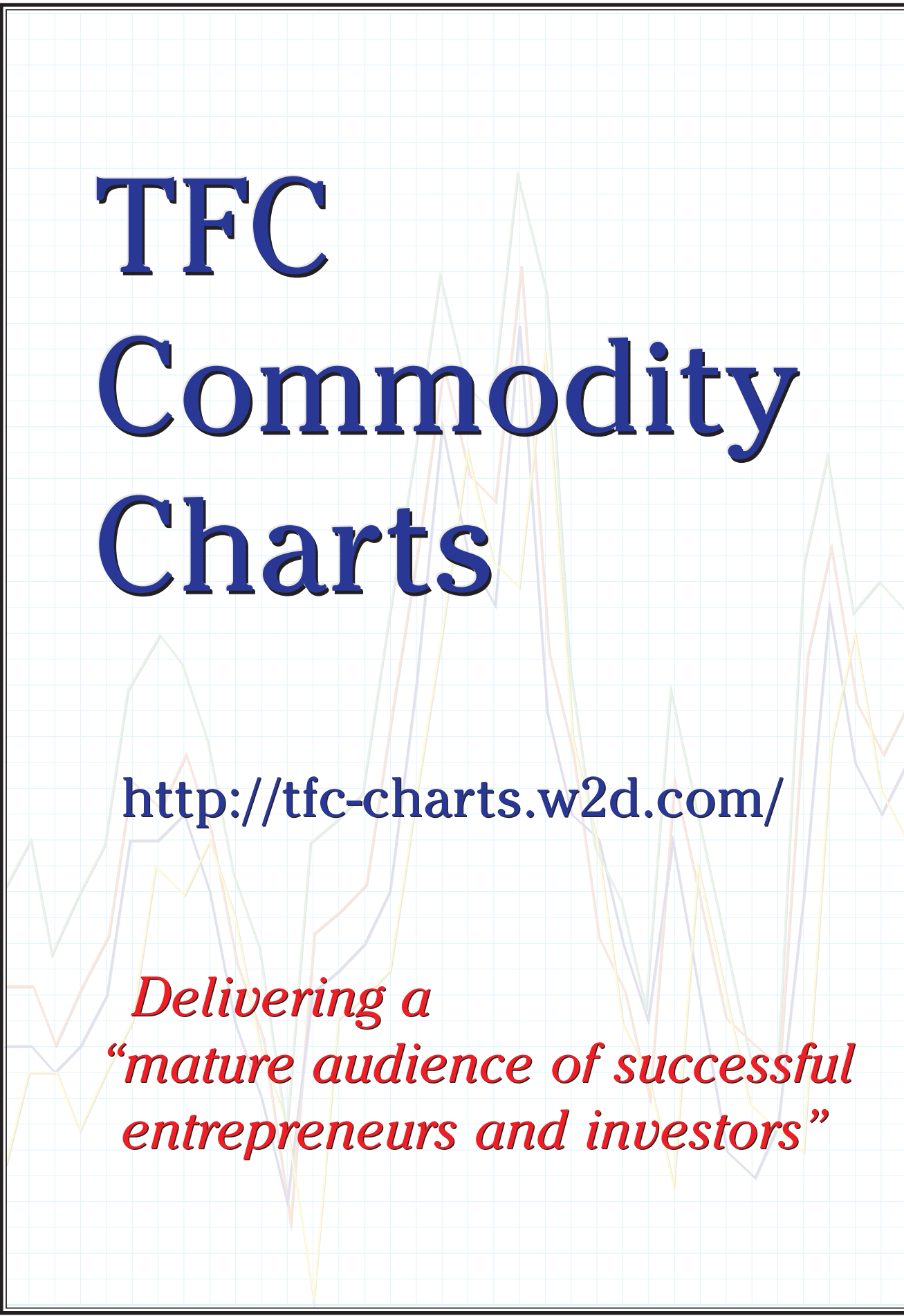


TFC Commodity Charts



<http://tfc-charts.w2d.com/>

*Delivering a
“mature audience of successful
entrepreneurs and investors”*

TFC Commodity Charts ...

provides an extensive Internet-based resource of information for investors in the financial and commodity futures markets.

By catering to a well-defined and affluent audience, TFC provides a highly-targeted marketing opportunity.

We deliver a mature audience of successful entrepreneurs and investors ... active people who are enjoying financial security.

Quick Facts

- Approximately 2 million page views per month
- Average length of visit: 6 minutes
- Site activity growth of about 15% per month
- "Average" visitor is 48 years of age, and enjoys an annual household income of \$65,000

Content Areas

Daily financial data

- Commodity charts
- Financial index charts
- Mining stocks charts

Learning resources

- Commodity trading short course
- Glossary of trading terminology

Online community

- Traders' message forum
- Traders' live chat room

Reference

- Directory of brokers

The TFC Chart Collection

Charts are the main attraction at TFC. These charts are used by a number of people, largely investors, to keep watch on their present and future investments.

Commodity Charts

- Graphical charts depicting the daily fluctuations in the commodities market. Commodity traders regularly use charts as a tool to help predict market direction
- Includes a wide range of common commodities.



Financial Index Charts

- These charts illustrate the changes in common financial indices, such as the Dow Jones Industrial Average, and the TSE 500
- Used by stock market traders and financial analysts to determine the general direction of stock markets and general economic health
- Often used as a basis for comparison of the performance of investments

Mining Stocks Charts

- The mining chart collection plots the daily price fluctuation for 32 common mining stocks.
- Of interest to stock market traders and those with a financial interest in mining.

Learning Resources

Commodity Trading Short Course

- A short 12-part course designed to provide an introduction to many of the concepts involved in commodities trading

Glossary of Trading Terminology

- An extensive glossary of terms commonly used in commodities trading

Online Community

Commodity Traders' Message Forum

- An area in which traders' can post messages for others to read.

Commodity Traders' Live Chat Room

- An area where traders can go to "chat" with each other online.

Reference

Directory of Commodity Brokers

- Searchable listing containing the names, addresses and e-mail addresses of hundreds of commodity brokers

Site Demographics

The results of a survey taken in January, 1998 indicate that TFC Commodity Charts has a unique and well-defined audience. A few of the more interesting conclusions we derived from the survey are:

- Visitors to the TFC site do not fit the general profile of Internet users
- Average age of about 48 years
- Established financially (80% report income over \$40,000)
- Our visitors are very receptive to "online business".

For more information, please read the survey results, next page.

Survey Results

Gender: Male - 84%	Female 16%
Age: Less than 30 - 3%	31 - 45 years - 43%
46 - 65 years - 52%	Over 65 years - 3%
Annual family income:	
Less than \$25,000 - 3%	\$26-40,000 - 18%
\$41-65,000 - 43%	\$65-100,000 - 26%
Over \$100,000 annual income - 11%	
Reason for interest in TFC web site:	
Investor/trader - 79%	Hedger - 6%
Student - 4%	Just interested - 11%
How visitors rate our site:	
Excellent/favorite site - 70%	Good/very useful - 23%
Fair, needs improvement - 7%	Don't like it - 0%
Purchased products online:	
Yes - 56%	No, but open to it - 38%
No, and don't intend to - 6%	
Hours/week spent online:	
1 to 5 - 20%	6 to 10 - 21%
11 to 20 - 28%	Over 20 hours - 31%

Plans for the Future

- Reuters business news feed
- Online "paper trading" game
- Real-time financial data

For more information, E-mail:

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