



OPTIONSMART
3-D OPTION TRADING STRATEGIES

Released on 5/12/2008

3-D Research Note on HPQ



Chart courtesy of StockCharts.com

#	Date	Most Recent News	Stock's Reaction
1	17-Apr	1Q PC shipments stronger than expected from IDC report, positive for HPQ	positive
2	28-Apr	HP Japan to resume PC sales at mass retailers	positive
3	1-May	The discover called "memristor" could allow future memory chips to retain information	positive
4	6-May	HP Introduces "Extreme" Storage for Online and Digital Media Businesses	positive
5	9-May	Lehman is expecting solid execution for 2Q08	positive
6	15-May	Next earnings release; after market	-

OUR RECOMMENDATION: STRONG BUY

RECOMMENDED TRADING VEHICLE:

Open Debit Call Spread:

Buy to Open HPQFV HPQ Jun 42.5 Call IV 38.8 Delta .89

Sell to Open HPQFI HPQ Jun 45.0 Call IV 35.7 Delta .79

Debit 2.00

Position Net Delta .10

Max Gain 0.50

Max Risk 2.00

Target Credit 2.30

3D CHECK LIST

BULLISH	FACTORS	BEARISH
	Technicals	
✓	Daily and weekly MACD bullish	
	Daily Stochastic Oscillator turns bearish, weekly Stochastic Oscillator overbought	✓
✓	The stock is in the short-term upward trend	
✓	Support at 45.0-47.0, 50 MA and 200 MA	
	Resistance at 52.8	✓
	Similar stocks or key components bearish	✓
	Fundamentals	
✓	Forward P/E (12.53) < Trailing P/E (16.76)	
✓	PEG (0.95)	
✓	P/S (1.12)	
✓	Operating Margin (8.77%), ROE (20.66%)	
	EPS revisions trend neutral	✓
	Market Play	
✓	Program trading buy orders at 47.5 after May 2	
✓	Implied volatility (33.19%) > Historical volatility (24.35%)	
✓	Stock reacted adequately on the latest positive news (see the chart above)	
✓	Trading volumes go up after May 1	
✓	Unusually high option trading volumes for Jun 42.5 - 52.5 Calls and Puts; May 47.5 Calls and Puts;	

Overall Rating: BULLISH

BULLISH PLAY

BUY STOCK

Stock Symbol	Last Stock Price	Recommended Entry Stock Price	Break-even	Sum Invested (per share)	Projected Stop Price	Max Loss (per share)	Max Profit (per share)	Exit Price (Target Price)	Target Profit (per share)	Target Return
HPQ	49.13	48.50	48.50	48.50	45.69	2.81	Unlimited	50.11	1.61	3.3%

BUY CALL

Stock Symbol	Last Stock Price	Expiration Month	Strike Price	Option Symbol	Recommended Entry Stock Price	Entry Call Option Price	Break-even	Max Profit (per one contract)	Sum Invested (per one contract)	Exit Price (Target Price)	Target Profit (per one contract)	Target Return
HPQ	49.13	Jun-08	45.00	.HPQFI	48.50	4.45	49.45	Unlimited	4.45	5.12	0.67	15.0%

BULLISH PUT SPREAD

Stock Symbol	Last Stock Price	Expiration Month	Lower Strike	Option Symbol	Higher Strike	Option Symbol	Recommended Entry Stock Price	Entry Credit	Break-even	Max Profit (per one contract)	Sum Invested (per one contract)	Exit Debit (Target Debit)	Target Profit (per one contract)	Target Return
HPQ	49.13	Jun-08	42.50	.HPQRV	45.00	.HPQRI	48.50	0.46	44.54	0.46	2.04	0.34	0.13	6.1%

BULLISH CALL SPREAD

Stock Symbol	Last Stock Price	Expiration Month	Lower Strike	Option Symbol	Higher Strike	Option Symbol	Recommended Entry Stock Price	Entry Debit	Break-even	Max Profit (per one contract)	Sum Invested (per one contract)	Exit Credit (Target Credit)	Target Profit (per one contract)	Target Return
HPQ	49.13	Jun-08	42.50	.HPQFV	45.00	.HPQFI	48.50	2.00	44.50	0.50	2.00	2.30	0.30	15.0%

SHORT GLOSSARY

Break-even. Point at which gains equal losses. This is the market price that a stock must reach for an option to avoid loss if exercised. For a call, the break-even equals the strike plus the premium paid.

Call option. The right, but not the obligation, to buy the stock at a predetermined price (also known as the strike) at any moment before the expiration date for a paying a premium.

Put Option - the right, but not the obligation, to sell stock at a predetermined price (also known as a strike) at any moment before the expiration date.

Expiration Date. The day when an option contract becomes void (the Saturday after the third Friday of the expiration)

In-the-Money Option. An option that has intrinsic value. A call (put) option is in-the-money if the strike is less (greater) than the current market price of the stock.

Intrinsic Value: The value of an option if it were to expire immediately with the underlying stock at its current price or the amount by which an option is in-the-money. For call options, this is the difference between the stock price and the striking price, if that difference is a positive number, or zero otherwise. For put options it is the difference between the striking price and the stock price, if that difference is positive, and zero otherwise.

Spread. A position with long and short options of the same type on the same underlying stock or index.

Time Value. Amount by which the current market price of an option exceeds its intrinsic value (the difference between the stock price and the strike). This additional value of an option is due to the volatility of the market and the time remaining until expiration.

Auto-trade in 5 easy steps

optionsXpress	thinkorswim
1. Log into your brokerage account.	1. Log into your brokerage account.
2. Select Xecute, select OptionSmart as an Investor Publisher	2. Select Autotrade, click Sign Up/Newsletter Providers and choose OptionSmart as newsletter provider
3. Select a service	3. Select Autotrade Management, click Allocations (per trade)
4. Determine Amount Type (Specific Dollar Amount, # of Contracts/Shares, % of Cash Available, % of Buying Power, % of Total Account Value)	4. Determine Amount Type (Specified Dollar Amount, Specified Quantity, % of Available Buying Power, % of Net Liquidating Value)
5. Select a Trade Amount	5. Select a Trade Amount

There is risk in trading options. One's financial suitability should be considered carefully before placing any trades. Past performance is not indicative of future results.

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Released on 05/12/08