



OPTIONSMART
3-D OPTION TRADING STRATEGIES

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3-D Research Note on MSFT



Chart courtesy of StockCharts.com

#	Date	Most Recent News	Stock's Reaction
1	5-May	Canaccord Adams upped to Buy	positive
2	6-May	Microsoft held talks with Time Warner about AOL bid	negative
3	12-May	RIMM and MSFT to bring Windows Live services to BlackBerry smartphon	positive
4	19-May	Microsoft issued statement regarding Yahoo	negative
5	21-May	Microsoft to launch cashback search service	negative
6	27-May	Microsoft sees Windows Mobile unit sales up 50%	positive

OUR RECOMMENDATION: STRONG BUY

RECOMMENDED TRADING VEHICLE:

Bullish Debit Call Spread
 Buy to Open MSQGD MSFT Jul 24.0 Call IV 38.5 Delta .90
 Sell to Open MSQGY MSFT Jul 27.5 Call IV 31.3 Delta .64
 Debit 2.75
 Position Net Delta .26
 Max Gain 0.75
 Max Risk 2.75
 Target Credit 3.10

3D CHECK LIST

BULLISH	FACTORS	BEARISH
	Technicals	
✓	daily MACD - switches to bullish	
✓	daily Stochastic Oscillator - oversold	
✓	ETF trend - IGV resumes its uptrend	
✓	Support at 27.90	
✓	Resistance at 200-MA and 30.55	✓
✓	Similar stocks or key sector components sentiment - ended higher	
	Fundamentals	
✓	Forward P/E (13.17) < Trailing P/E (16.53)	
✓	PEG (1.28)	
	P/S (4.57)	✓
	EPS trend -Neutral	
✓	Profit Margin(28.33%) & Operating Margin (36.77%), ROE (45.28%)	
	Market Play	
✓	Program trading buy orders at 27.95 after May 23	
✓	Implied volatility (27.66%) < Historical volatility (33.32%)	
	Stock reacted inadequately on the latest positive news (see the chart above)	✓
✓	Unusually high option trading volumes for Jul 27.5- 32.5 Calls/Puts	

COMMENTARY

Main key sector components (ADBE, ORCL, CA, INTU, ADSK) paced the way higher. The stock is oversold, fundamentals should provide support. Technically MSFT has a strong support at 27.9 tested three times. Short-term bullish trend is in place. The 50-MA offers a rising support. MSFT is being accumulated by large traders at the 27.9 level. Investors anticipate the upturn.

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
MSFT	28.44	28.25	28.25	28.25	27.20	1.05	Unlimited	28.73	0.48	1.7%

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
MSFT	28.44	Jul-08	24.00	.MSQGD	28.25	4.55	28.55	Unlimited	4.55	5.18	0.62	13.6%

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
MSFT	28.44	Jul-08	24.00	.MSQSD	27.50	27.50	28.25	0.70	26.80	0.70	2.80	0.45	0.25	8.9%

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
MSFT	28.44	Jul-08	24.00	.MSQGD	27.50	.MSQGY	28.25	2.75	26.75	0.75	2.75	3.10	0.35	12.7%

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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