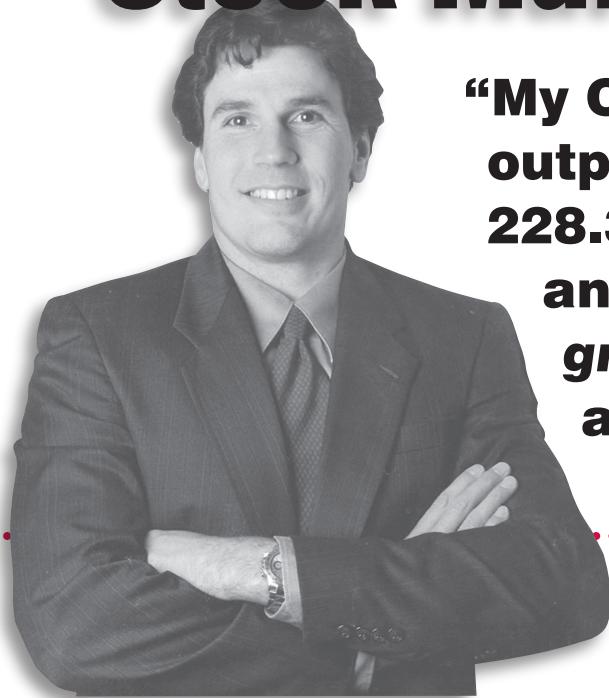


**Don Fishback, the legendary advisor whose system consistently produces 9 winning trades out of every 10, reveals how you can ...**

# “Never Get **Burned** by the Stock Market Again!”



**“My ODDS Safe Options Alert outperformed the S&P 500 by 228.3% – throughout both bull and bear markets – with greater safety than buying and owning shares of stock.”**

By Don Fishback, Chief Option Strategist

Dear Investor:

I'm mad as hell at Wall Street ... and I'm not going to take it anymore.

And neither should you.

I'm talking, of course, about investing in the stock market – which, for the past several decades, has been a stomach-churning roller-coaster ride for so many investors:

- ✓ On September 29, 2008, the Dow suffered its biggest drop ever, losing 777 points in one day – and the whipsaw volatility continues unabated.
- ✓ In the tech stock melt-down of 2000, investors gave back \$8 trillion of their wealth to the market.
- ✓ And way back on Black Monday, October 19, 1987, the Dow lost 22.6% of its value in a single day.

A single market crash – like any of the above – can wipe out the bulk of your hard-earned wealth in a flash.

You see, when you invest “naked” – buying and holding stocks, like everyone else out there – you're largely unprotected ... and at the whims of the market.

That's OK when the Dow goes up. You smile and make money ... at least on paper.

But it's not so great when the Dow sinks like a stone.

And that happens more and more often these days.

Now, the Dow dropping 400 points or more in a half hour or less is almost commonplace – instead of the rarity it once was.

Unfortunately, many economists see hard times ahead for the U.S. stock market ... America's economy ... and global stock markets.

Credit is still tight ... foreclosures are at record highs ... the country is officially in a recession.

The U.S. government recently shoved the

*(Continued on next page)*

deficit over the \$10 trillion mark -- with its \$700 billion bail-out of the banking industry.

All of this points to a nasty market – with more whipsaw volatility – in the short term.

Fortunately, that’s where my **ODDS Safe Options Alert** can help you hold on to what you already have – and grow your wealth even faster.

In a minute, I’ll explain *what* the ODDS Safe Options Alert is ... why it’s the ideal system to trade in today’s troubled economic times ... and *how* it can help you outperform the broad markets....

All with *FAR less risk* than buying and selling ordinary stocks!

But first, the facts: exactly how well has my ODDS Safe Options Alert performed in the turbulent stock market of the 21st century?

Well, over the past 9 years, a portfolio of \$50,000 invested in ODDS Safe Options Alert grew to \$151,342 – a gain of 202.68%.

During that same period, \$50,000 traded in a buy-and-hold portfolio of the S&P 500 decreased to \$37,173 – producing a LOSS of -25.65%.

**That means the ODDS Safe Options Alert outperformed a buy-and-hold portfolio of S&P 500 stocks by 228.3%!**

More important, the ODDS Safe Options Alert is designed not just to make more money than buy-and-hold investing – but also to protect your wealth when the market doesn’t go your way.

How?

Essentially by making sure you never, ever have a bad year – even during gut-wrenching market crashes that have your friends and neighbors reaching for the antacid!

From 2000 to 2008, ODDS Safe Options Alert made money every year but one – in 2003. And even then, it held our losses to a mere -0.6%.\*

	ODDS Safe Options Alert		Buy and Hold	
		\$ 50,000		\$ 50,000
2000	16.9%	\$ 58,461	-9.1%	\$ 45,448
2001	12.7%	\$ 65,869	-11.9%	\$ 40,044
2002	12.8%	\$ 74,269	-22.1%	\$ 31,194
2003	-0.6%	\$ 73,549	28.7%	\$ 40,144
2004	13.8%	\$ 84,045	10.9%	\$ 44,511
2005	17.0%	\$ 98,363	4.9%	\$ 46,697
2006	19.4%	\$ 117,486	15.8%	\$ 54,075
2007	21.3%	\$ 142,454	5.5%	\$ 57,044
2008	6.2%	\$ 151,342	-34.8%	\$ 37,173

THROUGH OCTOBER 17, 2008

\*To get the track record of the service, we tallied up closed positions through October 2008 options expiration.

In 2000, 2001, 2002, and 2008, ODDS Safe Options Alert turned disastrous years into winners. And from 2004-2007, the system’s performance was better than the market each and every year, even when the S&P was in a bull mode.

You want to know more, of course, before deciding to trade ODDS Safe Options Alert – or any new system, for that matter. And you should.

You should get to know a little bit about the man behind it (that’s me) ... and how much money our systems have made ... what the system is ... and how it can work in both good markets and bad.

So here’s the story on me, my ODDS Trading System – and why you can trust its results with an unprecedented level of confidence and certainty.

## The secret that makes ODDS so amazingly accurate

Unless you’re brand new to trading or investing, you know that the stock market – and every other financial market – moves in cycles.

**IMPORTANT NOTICE!** Stock, futures, and option trading has large potential rewards, but also large potential risks. You must be aware of the risks and willing to accept them in order to invest in the futures equity or options markets. Don’t trade with money you can’t afford to lose. This is neither a solicitation nor an offer to buy/sell securities, futures, or listed options.

**NOTICE:** Other than in testimonials and where identified as actual trading profits, the performance information in this brochure is based on hypothetical or simulated trading. Hypothetical or simulated performance results have certain inherent limitations. Unlike an actual performance record, simulated results do not represent actual trading. Also, since the trades have not actually been executed, the results may have under-or-over compensated for the impact, if any, of certain market factors, such as lack of liquidity. Simulated trading programs in general are also subject to the fact that they are designed with the benefit of hindsight. No representation is being made that any account will or is likely to achieve profits or losses similar to those shown.

**IMPORTANT NOTICE!** Options trading involves substantial risk of loss. Past performance is no guarantee of future results. As with all speculation, it is up to the individual to determine his or her own financial stability.

*"I never get less than 92% wins except my first year 2002. That was 29 wins and 4 losses, which is 86% winning trades. 2006 I had 28 wins and 1 loss for 96.6%. Ever since I started with Don I make money."*

–Bob M., Gainesville, FL

You also know that, the more we know about the history of a given market or investment, the better able we become to make an intelligent prediction concerning its future behavior.

That's the secret to the extraordinary success of our ODDS Safe Options Alert .

ODDS Safe Options Alert is merely a new version of my famous, market-tested ODDS Trading System.

**The difference is that ODDS Safe Options Alert is designed specifically for more conservative investors and traders who seek to protect their capital while earning above-average returns.**

With ODDS, we're able to predict price movements in individual stocks – largely because we've compiled what may be *the most comprehensive private database of stock and option price history* (outside the options exchanges themselves).

We call it the ODDS "Option Mine," because our database is literally a data mine, a "gold mine" even, when it comes to making money with accurate trades.

Our objective in building the ODDS Option Mine Database was to *find predictability in stock price movement*.

You might say that this single factor is the goal of every trading system in existence. And if you did, you would be right.

With ODDS, however, there is one major difference – namely, the type of predictable movement we look for is not the same one many other systems attempt to predict.

The major difference between ODDS and other systems is that we do *not* try to predict the *direction* of the stock's movement.

Instead, we concentrate only on the *size* of the movement within a particular time frame.

To enable an unprecedented degree of accuracy in predicting the amount (but not the direction) of a stock's price moves, we mined – at considerable expense – a huge database of historical stock option prices and volatility.

With thousands of hours of high-powered computer data crunching, we then uncovered a handful of key indicators that identify the "best of the best" stock option opportunities – those offering

respectable profits with greater safety and an exceptionally high degree of accuracy.

If this seems to you like an enormous amount of work, it is – but for us, not for you.

Of course, when you subscribe to my ODDS Safe Options Alert, it'll be no effort at all for you ... because we tell you exactly what trades to make.

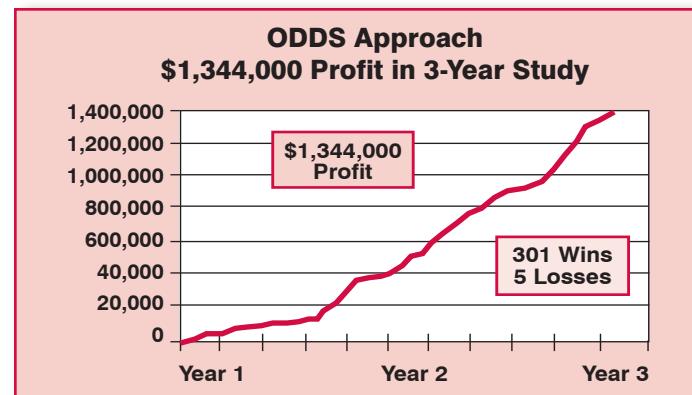
And the profits you collect trading the ODDS system can mount up to huge sums.

While you may not get rich overnight, the possibility of amassing a significant net worth over the long haul isn't just hype and fluff. It's real – and well within our grasp and yours as well!

For instance, our original ODDS method produced some amazing results.

In one 3-year historical test, it identified 76 consecutive winning trades, and an amazing 301 wins out of 306 total trades – giving us accuracy of **98.6%**.

This string of profitable trades generated a whopping **\$1.34 million** in profits (after commissions) in just three years.



In test after test of the ODDS formula, the market index moved – within the range the system predicted – **better than 9 times out of 10**.

Imagine the supreme confidence with which you'd invest, knowing you're making the right decision ... more than 9 times out of 10.

*"The same credit-market route that sent stocks to the steepest loss in two decades is also making it the best year ever for options traders."*

–Bloomberg (10/6/08)

## Does ODDS deserve the Nobel Prize?

One of the most famous formulas in all of finance and economics is the Black-Scholes Option Pricing Formula. Hedge fund manager Myron Scholes won a Nobel Prize for its creation.

But if the Formula works so well, why, as Bloomberg reports, has Scholes's Platinum Grove Asset Management LP been forced to freeze investor withdrawals after a surge in redemptions?

The key weakness in the Black-Scholes Formula is that it uses a bell curve probability assumption, which has blown up under the strain of the current financial crisis.

By comparison, ODDS Safe Options Alert is based 100% on *actual* probability – a comprehensive history of stock price movements – instead of some theoretical probability like the Black-Scholes Option Pricing Formula.

The results speak for themselves. U.S. global equity mutual funds fell by an average of 39% in the first 10 months of 2008.

During that same period, the ODDS Safe Options Alert covered-call strategy generated a 6.2% gain vs. a loss for the S&P 500 of over -34%.

## The one “flaw” in our otherwise ingenious trading method

Being right 9 out of 10 times can make you feel safer and more certain when placing trades.

Now, to achieve this unprecedented 90% accuracy, of course we must make a sacrifice somewhere – resulting in a small “flaw” in the system, if you will.

It's not a huge flaw. It doesn't stop ODDS Safe Options Alert from making my subscribers safe profits in both good markets and bad.

But it's something you should know about ... so you can make an intelligent decision about testing the ODDS system in your own trading.

That “sacrifice” is the inability of the ODDS system to tell you whether a stock is going up or down.

You see, although ODDS can predict with an astonishing 90% accuracy how much a stock's price is going to move....

The ODDS system isn't designed to predict the *direction* in which the price will move.

But overcoming that flaw in ODDS is really easy.

Because we trade options instead of stocks, we simply recommend options trades that enable you to make money (or at least not lose money) whether the stock's price goes up or down – as long as it moves within the *range* ODDS predicts.

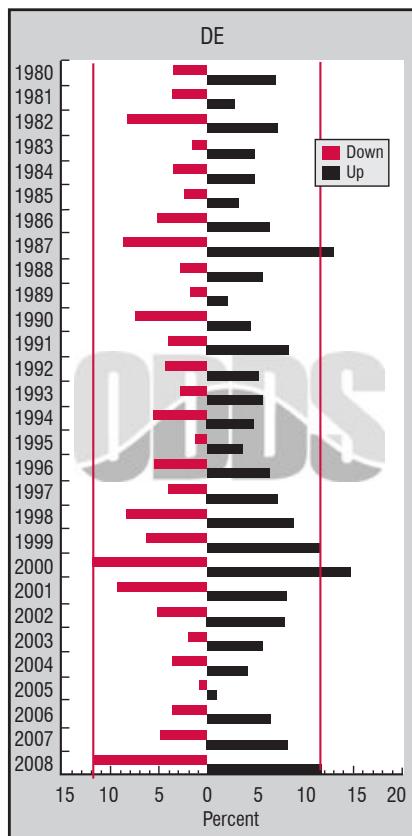
You don't need to know all this to trade the recommendations in ODDS Safe Options Alert. I send you the exact instructions to read to your broker or enter into your online account to make the trade I am recommending.

There are no charts for you to interpret, no calculations to perform. What follows is for your education and to show you why our ODDS system is so accurate.

As an example of how the ODDS database guides our trades, here's the history for John Deere (DE), extracted from the ODDS database, for every year from 1980 to the present:

**IMPORTANT NOTICE:** The testimonials in this brochure provide the perspectives of individuals who were successful and/or enthusiastic about their experiences at the time they gave their testimonials. To the extent they refer to trading results, the testimonials have limited applicability to what purchasers may generally expect to achieve, and the performance experienced by the persons giving testimonials is not what purchasers would expect to experience. Testimonials are believed to be true based on the representations of the persons providing the testimonials but facts stated in testimonials have not been independently audited or verified. Nor has there been any attempt to determine the experiences of the persons giving the testimonials after the testimonials were given. Testimonials may be based on Don Fishback's previous publications or seminars, and are not necessarily based on the same publications offered in this brochure.

By the way, this is pricing data you can't get anywhere else. Only from our proprietary ODDS Trading System, which is part of ODDS Safe Options Alert.



The chart shows something very consistent in the price history for Deere. Can you spot what it is?

It's not the movement. It's the relatively low likelihood of large price movements in the stock.

This chart compares the chances of DE shares making a big move (the horizontal bars) to the expectation in the market (the red vertical lines). As you

can see, in nearly every year, DE shares moved *less* than expected.

By the way, that's a typical pattern for all but the most volatile of stocks (e.g., penny stocks, tech stocks) – at least most of the time.

## Bases our trades on data, not guesswork

With the ODDS Option Mine Database driving our ODDS Safe Options Alert system, we can predict small price movements in stock prices with far greater accuracy than conventional trading systems.

The famous Black-Scholes Option Pricing Formula, for instance, predicts that there is an 11.64% chance that John Deere will move up or down by 3% or more on any given day.

But a computer analysis of the ODDS database

Year	Down	Up
1980	3.48%	6.97%
1981	3.56%	2.77%
1982	8.30%	7.11%
1983	1.58%	4.74%
1984	3.56%	4.74%
1985	2.37%	3.16%
1986	5.14%	6.32%
1987	8.70%	13.04%
1988	2.77%	5.53%
1989	1.98%	1.98%
1990	7.51%	4.35%
1991	3.95%	8.30%
1992	4.33%	5.12%
1993	2.77%	5.53%
1994	5.56%	4.76%
1995	1.19%	3.57%
1996	5.51%	6.30%
1997	3.95%	7.11%
1998	8.33%	8.73%
1999	6.35%	11.51%
2000	11.90%	14.68%
2001	9.27%	8.06%
2002	5.16%	7.94%
2003	1.98%	5.56%
2004	3.57%	3.97%
2005	0.79%	0.79%
2006	3.59%	6.37%
2007	4.78%	8.37%
2008	11.76%	11.76%
Theoretical	11.64%	11.64%

of stock price movements gives us a different story.

For instance, in 2005, the price of John Deere stock moves 3% or more in a day only 0.79% of the time, not 11.64% of the time as Black-Scholes predicts.

Given that knowledge, I can recommend to my ODDS Safe Options Alert subscribers a trade that reduces our risk – and maximizes our profits – based on the assumption that Deere stock almost never moves more than 3% in a day.

I don't know about you, but I'll trade based on the hard facts and cold data – instead of using only some scholar's convoluted, complex, arcane statistical formulas – any day of the week!

## Make money in stocks by never losing

We are basically making an "insurance company" type bet. We are investing in John Deere because the ODDS system says the actual probability of losing is *much less* than the market is expecting.

The options market is drastically *overestimating* the odds of losing – but dramatically *underestimates* the odds of winning. That gives us a gigantic edge against other traders.

That's why, in the ODDS Safe Options Alert service, we recommend for each stock a special kind of play designed to give us a perfect combination of solid upside potential while offering significant protection on the downside.

It involves buying 100 shares of the stock we recommend – in combination with selling one

option contract on that stock. This option strategy is known as a “covered call” (see sidebar).

It allows you to profit handsomely when the stock price goes up.

But, more importantly, *it provides you with significant protection against loss if the stock price goes down.*

Have you ever wished you could buy a stock with the potential for quick double-digit gains....

But *without* the risk of losing money if the trade goes against you – and the stock price falls instead of rises?

That’s precisely what you get with ODDS Safe Options Alert!

When the stock price goes up – within the range ODDS Safe Options Alert predicts – your shares rise in value proportionally.

Yes, the call option you sold loses money. But the loss is far outweighed by the profits you make from your shares of the stock.

On the other hand, let’s say the stock price moves down within the range ODDS Safe Options Alert forecasts.

The value of your 100 shares falls proportionally.

## “Trading insurance” with covered calls

In ODDS Safe Options Alert, we protect ourselves against downside losses by selling one “covered call” option for every 100 shares of the stock we also buy.

Selling a call provides an increase in value when the share price of the underlying asset goes down instead of up.

This strategy is known as a “covered call” because the call option covers our losses in case the stock price falls.

Let’s say we buy 100 shares of Company X at \$30. Our investment is \$3,000. At the same time, we sell a call option for \$900. That reduced our investment to just \$2,100 (we can reduce our investment even further to \$975 if we use margin).

If the stock price falls to \$22.50, our \$3,000 stock investment drops in value to only \$2,250 – a loss of \$750.

However, the call option actually makes a profit of \$900, giving us a net gain of \$150 on the trade.

So even though the stock price fell by 25%, we actually made a +15.4% profit on the trade, and didn’t lose a cent.

Now let’s say the stock price rises, as we hoped it would, by 5%, and goes to \$31.50.

We make \$150 on our stock purchase. We would lose nothing on the covered call position.

Result? A net gain of \$150. That’s the same thing as we would get if the stock fell 25%.

With covered calls, we are betting on something *not* happening, just like an automobile insurance company makes money when you do not have a car accident.

Specifically, the ODDS Safe Options Alert covered call strategy makes money when the stock does NOT move by more than a certain amount within a certain time frame.

And that’s how the system works. The ODDS method tells us – with approximately 90% accuracy – when the stock price is going to make a less-than-expected move in either direction, and how much that move will be.

Then we recommend a covered call trade that allows us to profit – and not lose money – as long as the stock price in fact moves up or down within the range our ODDS formula predicted.

Yes, if the stock price drops more than the ODDS formula predicted, you can lose money on the trade. Though with the protection of the covered call, you’d lose far less than in a straight, unprotected stock trade.

And historically, the stock falls lower than the price predicted by the ODDS method *less than one trade in ten*. So overall, ODDS Safe Options Alert is just about the safest, least-risky options system you can trade today.

One other point: the profit potential on covered calls is at the highest level in the history of options trading! Therefore, the opportunity to make handsome returns with the ODDS Safe Options Alert system has never been better.

But, you lose NOTHING on the trade ... *because the profits from your one covered-call option contract fully cover the loss in share value.*

Now, no trade is 100% risk-free. The stock could fall *more* than the range forecast by the ODDS Safe Options Alert.

But remember. With the high accuracy of the ODDS Safe Options Alert, that's pretty darn rare.

In fact, our ODDS Safe Options Alert stock picks stay in our predicted range more than 90% of the time!

And even when the stock falls farther than the amount predicted by ODDS Safe Options Alert, your covered call contract *still protects you* on the downside.

How? By covering a large portion of the loss in share value.

Yes, you can lose money. But your loss is controlled. And it's far less than the amount you would have lost in a straight stock trade.

## **Trounces the market even on small price moves**

OK. Let's recap the advantages of ODDS Safe Options Alert:

- 1—The ODDS Safe Options Alert has been 90% accurate, with 9 trades out of every 10 are winners.
- 2—On each trade, you can make a handsome profit with your 100 shares – minus the cost of your “loss protection” on the trade\* – when they go up in price by the amount ODDS predicted.

*\*The modest premium on your covered call option.*

- 3—If the share price falls by the amount predicted by ODDS, you still make money ... because the pay-out from your call option completely covers your stock losses.

4—Even if the stock price falls *further* than ODDS predicts (and it moves beyond the predicted range less than one trade in ten on average), the pay-out from the call option covers a huge portion of any loss ... so you lose far less money than investors who owned the shares outright with no such protection.

ODDS Safe Options Alert is designed for more conservative traders and investors ... folks who are content to *get rich slowly and surely* ... while minimizing downside risk and loss.

On each individual trade, the profits on ODDS Safe Options Alert can range anywhere from 1% to 25% – and sometimes higher! You can make a lot of money with this system.

With ODDS Safe Options Alert, it doesn't take a whole year to make a 10% ... 15% ... or 25% return on your money like it can with an S&P 500 index fund.

That's because ODDS Safe Options Alert is usually in and out of trades rather quickly.

In fact, our average holding period is only 42 days per trade.

You put on the trade our ODDS Safe Options Alert recommends ... and hold it for a few weeks ... never much longer than that.

You watch it make a nice 15% or 20% gain ... sell your position to lock in profits ... and move on to the next trade – multiplying your money all year long.

On Tessera Technologies, for instance, our gain was a quick 20.56%.

Some investors would love to make that kind of return on their portfolio for the entire year!

But Tessera yielded a 20.56% return in just 43 days. That works out to an annualized gain of 174.52%.

And that's just the tip of the iceberg.

*“In about a year of trading, my account is double, 26 trades, 24 have been profitable. That's a 94% score.”*

—Walter L., Boca Raton, FL

*“In 6 months, I've made \$175,000, all from the methods you've taught and the tools you provided to me.”*

—Earl H., Nantucket

*“I've been doing great using the principles [Don] taught me... Within a month, I was averaging \$1,700 per week... My total profits since I started... \$372,586.97.”*

—Bob P.

## Meet “The Wizard of ODDS”



Renowned trading authority Don Fishback is highly respected for his unique ODDS data mining methodology and his incredible track record with better than 90% accuracy.

Using his massive database of stock price

moves in a 3-year study, Don identified 76 consecutive winning trades with an overall accuracy rate of 98.6% – generating \$1.34 million in profits (after commissions) in just three years.

A quant analyst who loves math and computers, Don and his staff are always looking for ways to help level the playing field for the average investor.

“What I do isn’t magic and it isn’t hard,” he says in standing-room-only lectures at investment seminars nationwide. “I’ll show you how you can win on nearly all your trades, too.”

Don, his wife of 25 years, and their two daughters (16 and 10) enjoy a wholesome lifestyle on their 9-acre horse farm in Kentucky.

At the farm, Don routinely climbs aboard his John Deere to mow his own grass. Strong family values and quality time spent horseback riding with the kids characterize the Fishback household.

An avid baseball fan, Don is a partner in two minor league baseball teams, the Lexington Legends and the Omaha Royals. He is also a generous philanthropist who is heavily involved with charitable causes.

Don wrote his first book *Options for Beginners* to raise money for the American Heart Association. And he donated every penny of the profits – more than \$100,000 – from what turned out to be a best-seller. Subsequent seminars and books have been similarly motivated.

Here are other recent trades recommended by my ODDS Safe Options Alert:

- American Axle – **1,947.65%** annualized gain.
- Intermune – **346.99%** annualized gain.
- Internet Holders Trust – **419.26%** annualized gain.
- Rare Hospitality International – **309.48%** annualized gain.
- Momenta Pharmaceuticals – **448.85%** annualized gain.
- PMI Group – **175.27%** annualized gain.
- Frontline – **446.48%** annualized gain.
- Rigel Pharmaceuticals – **253.95%** annualized gain.
- Ambac Financial Group – **388.29%** annualized gain.
- Centex – **136.38%** annualized gain.
- Cyberonics – **505.89%** annualized gain.
- Acorda Therapeutics – **412.72%** annualized gain.
- Progenics – **204.56%** annualized gain.
- Tribune Co. – **119.02%** annualized gain.
- FirstFed Financial Corp. – **94.77%** annualized gain.
- Downey Financial – **109.35%** annualized gain.

Even ODDS Safe Options Alert has its occasional losers – though thankfully, they are few and far between.

We did lose 0.49% on Maguire Properties.

With ODDS Safe Options Alert’s “covered call” strategy, you’ll almost never lose!

## How’s your “batting average” at picking winning stocks?

As a baseball fan and part owner of my local minor league team ... and a teacher of options trading ... I can’t help but notice the one mistake made by both my losing players as well as losing traders.

For baseball players, the big mistake I see over and over is always swinging for the fences, even when the pitch sets them up for a regular base hit.

In their desperate pursuit for home runs, they strike out more often than not – and don't get on base that often.

The smarter players on the baseball teams I own – the ones that move up to the big leagues – don't do this.

Instead, they wait patiently for the right pitch ... banging out singles and doubles and the occasional triple and homer.

Result: a much higher batting average ... more runs batted in ... a greater win/loss record for our team ... and a more successful career for the player

It's much the same with trading....

Too many investors and traders take unnecessary risks trying for the "big score" – that rare trade that will double or triple their money on a stock.

Lured by the promise of the elusive doubler or tripler, they risk huge sums on just a few plays.

And when those plays don't pan out, their money is gone – and they have to wait many months to trade again as they slowly accumulate another grub stake.

In ODDS Safe Options Alert, we take a different approach....

We let others swing for the fences – and watch as they miss. And they miss a lot.

Instead of imitating their folly, we concentrate on banging out singles and doubles – winning trade after winning trade – all year long with astounding regularity.

It's the best way I know to "get rich slowly" – and steadily – *without* taking big chances ... or putting your retirement at risk.

Plus, my readers tell me they sleep better at night ... and worry less ... knowing their hard-earned money is so well protected.

## Profit handsomely in today's volatile market

We are currently in the midst of the worst U.S. financial crisis since the Great Depression.

As I write this, the S&P 500 is down 34% for the year. Since 1928, it's never lost that much value from the beginning of the year through October.

But what's bad for buy-and-hold stock investors can be a profit opportunity for option traders.

"The same credit-market rout that sent stocks to the steepest loss in two decades is also making it the best year ever for option traders," reports Bloomberg.

Best of all, as you've read in this report, you don't have to take big risks to make great money in the markets.

With my safe, conservative ODDS Safe Options Alert, you can consistently earn above-average returns – with less risk than buying and selling ordinary stocks.

In the 21st century, our ODDS Safe Options Alert System has already generated **228.3% more profit** than the S&P 500.

We had only one losing year ... and even then, our portfolio dropped only a measly 0.6%.

And with market volatility increasing, the ODDS Safe Options Alert system is generating many more opportunities to make quick double-digit gains – month after month – while offering you the unique loss-protection of covered calls on the downside.

Think of what it could mean to your trading – your portfolio – your personal finances – you – and your family to have this system guiding your investments.

You'd enjoy a significantly greater degree of

*"[Don's] the most honest and trustworthy person I've ever met. Not just in the industry, but anywhere. It's refreshing to learn from someone you know you can trust." –Dennis P.*

*"Steady income, plenty of time to fish and travel... But what I like best of all is that you can make just as much money when the economy is bad as you can when it's good." –Bob G.*



*"It's so safe and consistent it's actually gotten boring."*

*"Don's methods show you how to make money steadily on a slower, less risky basis, resulting in higher profits over the long term. I made 300% profit in just 11 months."*

–Steve M., Houston, Texas

*"The course this past weekend was superior! I have been to several seminars and yours was by far the best and most usable info. I believe I now have the tools to seriously pursue trading as a career. Thank you."*

–Dennis A. P., DMD, Cincinnati, OH

protection against market volatility ... the constant flow of bad economic news bombarding us lately ... and the constant threat to your financial security that another market collapse poses.

You'll sleep better at night ... worry less ... and feel a whole lot more financially secure and less vulnerable.

At the same time, you'll watch your wealth grow significantly more ... significantly faster ... than your friends and neighbors who buy and hold stocks and earn the market average.

You read today about folks losing their homes ... delaying their retirement ... cancelling family vacations ... even being unable to pay their health insurance premiums.

With the ODDS Safe Options Alert, you can add thousands of dollars in profits to your trading account every month.

So while your neighbor's retirement nest egg shrinks in today's market, yours continues to grow steadily larger.

While others cut their lifestyle back to the bone, you can continue to have money for the necessities and luxuries of life – from dinners in good restaurants to vacations in first-class resorts to new furniture or home remodeling.

Of course, the profits you make trading ODDS Safe Options Alert can also ensure that you have money on hand to fund your retirement – or your kids' or grandkids' college education.

Plus, you'll rest easy – and enjoy greater peace of mind – knowing your wealth is protected by our ODDS Safe Options Alert covered calls.

## Charter members save 50%

Okay. Down to brass tacks.

What's a fair price for me to charge you to get all the trading recommendations generated by my ultra-safe, market-clobbering ODDS Safe Options Alert?

Well, right now, we're in the worst financial crisis since the Great Depression.

Yet the ODDS Safe Options Alert system is churning out winning trade after winning trade!

So far in 2008, we've made 36 trades. Of those, 31 have been winners, giving us – even in today's topsy turvey market – an impressive 86.11% accuracy.

Since the beginning of the decade, my ODDS Safe Options Alert has outperformed the S&P 500 nearly every year – generating a profit of \$101,342 instead of the loss average investors suffered in the broad markets.

Many high-end trading services with results this good sell for \$5,000 or even \$10,000 a year.

But you won't pay \$10,000 ... or \$5,000 ... or even \$1,000 to profit from the power of the ODDS-Option MINE database – and the incredible 90% accuracy and safety of the ODDS Safe Options Alert service.

Your no-risk Charter Membership in this ultra-safe, super-accurate options trading advisory is less than \$20 a week ... only \$995 for a full year of ODDS Safe Options Alert service. That's a hefty 50% discount off the regular rate of \$2,000. You save over \$1,000!



## Investors and traders praise Don Fishback and his ODDS System

*"I have not had one loser out of 15 trades. This is incredible – the best thing I have found since I've been trading."*  
–Craig W.

*"This year I've had 2 losses and 40 wins and am currently \$27,600 ahead. I'm averaging \$2,300 per month. Life is good."*  
–Bob M.

*"Tremendously interesting; the workshop gets a perfect score."*  
–Moria (Zippy) K., Chicago, IL

*"Following is a summary of the ODDS trades I've executed. As you can see – 100% success!"*  
–Bill K., Florida

*"I have achieved profits totaling \$4,862.50 in an account which started with \$4,355.57 in my first 3 weeks."*  
–Mark M., VA

*"You are the reason I was able to retire 15 years earlier from a job I no longer found enjoyable."*  
–Michael C., Pocatello, Idaho

*"I've had 100% winners in the 3 months since I started using ODDS. I've already made about \$5,000 this month ... I'm a believer."*  
–Bob P., Syracuse, New York

*"Don is a nice, ethical, honest guy. His teaching and methods are great – and, they work!"*  
–Roger P.

*"Without your ODDS based principles of trading, I probably would not be active in the markets. You're a life-saver."*  
–Carl P., Ridgefield, Washington

*"Greetings from Montana. I am one of your customers. I would like to thank you for such a wonderful program. It has given me a new and very improved view of the markets. I am looking forward to making the most of it in the years to come."*  
–Dean B. Emigrant, MT

*"Just a quick update. I still love ODDS. Our practice will be paid for this year, but our kids have started prep school (paid for, I might add,*

*from my hard work and your help). My goal is to retire in four years. Thanks for all you do."*  
–Joanna M., Cambridge, MD

*"Your indicators are awesome!"*  
–William B., Decatur, GA

*"It's the only way to select trades. Let me make a logical profit-based decision, not an emotional one."*  
–Paul F., a Southern CA trader

*"I'm really impressed with this trading approach. It's the key secret to beating the markets. My trades are coming out really well, and you've saved me from many bad trades. I otherwise would have taken.*

*Your recommendations are so good, it's scary. Your track record is phenomenal. I'm a big fan."*  
–Ed C., Greenville, SC

*"Brilliant. I don't invest a penny without using Don's system. It works very well. In just a few days, I was making money using it. Finally, someone has given me a method for getting out at the right price so I don't miss the opportunities. It's great!"*  
–Dr. Dan A., NJ

*"The best investment ever. Not a shred of fluff or 'BS'. Packed full of useful information."*  
–Chuck D., a geologist and trader in Cincinnati, OH

*"I have your ODDS and would not be without it. I subscribe to your ODDS service and use it successfully. A great help, you are always clear on what you're doing ... thank you for sharing your vast knowledge."*  
–Robert C., Tracy, CA

*"I really appreciate your attention. Thanks for keeping teaching me ... you know more than I so don't hesitate to fax anything anytime."*  
–Jim B., McPherson, KS

*"Excellent, develops many unknown market facts and strategies. Extremely helpful analytical material ... 1st class!"*  
–Tom T., Michigan City, IN

# 9 reasons

## to accept a one-month risk-FREE membership in the ODDS Safe Options Alert today...

**Reason #1** You don't need a huge account to trade ODDS Safe Options Alert. You can get started with just a few thousand dollars.

**Reason #2** There are no charts or graphs to interpret, no trading software to master, no options techniques to learn.

Each day, we give you our complete trading recommendations online. You just check the subscribers-only web site for updates each day. We tell you exactly what to buy, when, and when to get out and take profits. Nothing is left to chance or guesswork.

**Reason #3** ODDS Safe Options Alert is designed to generate respectable profits, accurately and consistently, with minimal risk. This makes ODDS Safe Options Alert an ideal system for you if you want to grow your wealth safely, with above-average returns, while preserving your hard-won capital.

If you are an experienced options trader, the ODDS Safe Options Alert strategy gives you lower risk than most other systems. For beginning options traders, ODDS Safe Options Alert is an ideal place to start.

**Reason #4** You can trade with confidence, as you'll know scientifically and automatically what the market is expected to do. (Not every time ... but 90+% of the time is close enough for me!)

**Reason #5** Works in all business cycles. Unlike stocks and mutual funds, ODDS Safe Options Alert makes money in both bull and bear markets.

We don't care about the news or what the market is doing today. In fact, we can do great if the market goes down, or even if the markets hang around doing nothing!

**Reason #6** You can learn it all and try it out without actually investing a penny by "paper trading" ODDS Safe Options Alert. Once you've proven to yourself that it works, you can start trading with small amounts of real money, until you gain confidence to make larger trades.

**Reason #7** Get trade recommendations from Don Fishback, one of the nation's most respected analysts. As Robert in NY tells us, he's made a \$378,625 profit in just 3 years. Imagine the thrill of watching your account grow by hundreds of thousands of dollars.

**Reason #8** You get word-for-word trade instructions. Just call your broker and read directly from our bulletin to place an order. There's nothing to think about and you can't get it wrong. This is the easiest way in the world for you to beat the market averages.

**Reason #9** You don't have to study the stock market or options trading to profit handsomely from ODDS Safe Options Alert. All the strategizing and analysis is done for you, so you can invest with stress-free confidence.

Even better, you can try ODDS Safe Options Alert for 3 months for just \$275. After that, just stay with us as long as you make steady profits that far outpace the broad markets.

## Use it risk-free for a full 30 days

Your Charter Membership in ODDS Safe Options Alert also comes with our DOUBLE GUARANTEE OF SATISFACTION.

First, when you sign up as a new subscriber, you get a 30-day risk-free “test drive” of ODDS Safe Options Alert.

You can follow the recommendations ... even paper trade them ... for a full month.

If you aren't 100% satisfied with ODDS Safe Options Alert for any reason ... or for no reason at all ... just let us know within 30 days.

We'll refund your entire membership fee right away – without question or quibble.

I also guarantee that, as it does almost every year, ODDS Safe Options Alert will outperform the S&P 500.

**If the total annual return of ODDS Safe Options Alert during any 12-month period you are a member does not beat the S&P 500 for that same period, we will extend your service for an additional year at no extra cost.**

## The next best thing to a “sure thing” in the markets

There's no “sure thing” in the stock market – or any other type of investment.

From stocks and bonds, to mutual funds and ETFs, to commodities and real estate, every investment you make entails some risk.

The trick is to find an investment that gives you a large upside potential ... and wins more often than it loses ... while protecting you against big losses on the downside.

With ODDS Safe Options Alert, that's exactly what you get:

✓ Your 1-year membership in ODDS Safe Options Alert brings you dozens of profitable recommendations during the year. All of these picks are stocks you can trade with your broker or online brokerage account.

✓ Our comprehensive ODDS stock and option database delivers unparalleled accuracy in our stock picks. With up to 90% or more of our ODDS stocks making money, ODDS Safe Options Alert is the next best thing to a “sure thing” in the market.

✓ The average holding period for our ODDS Safe Options Alert is approximately 42 days. That's short enough so that a lot of trades with double-digit profits add up to an impressive total return over the course of the year ... yet long enough that you don't have to stick by your PC screen all day watching price charts.

✓ Your membership includes the daily ODDS Safe Options Alert Trader's Bulletin with updates on all open positions and complete instructions for any new trades to make each and every day.

✓ You get a password giving you full 24/7 access to the ODDS Safe Options Alert subscribers-only web site so you can access at any time of day or night. Precise entry recommendations for new trades, and precise exit instructions on open trades and current prices on open positions enables you to know how well we're performing for you.

✓ “Loss insurance” – the covered call contract we recommend on each trade protects you in case the trade doesn't go our way.

✓ Market commentary – you also get a free subscription to Don Fishback's “Fish Food,” his weekly online newsletter of market commentary and updates.

✓ A FREE online video with Don Fishback showing you how covered calls work and why they offer superior returns and safety compared with other stock-type investments.

*“With a job and a family, you can't follow the market all day – this does it for you. I've had 22 wins and one loss – a lot more enjoyable than giving your money to a mutual fund.”*

–Brian T., Elkhart,



Now, at last, you can grab your share of the same market-clobbering profits that professional traders line their pockets with ...

... while enjoying the stress-free safety and

certainty of stocks, funds, and other "conservative" investments.

So what are you waiting for?

To use ODDS Safe Options Alert risk-free for a full month, simply call us toll-free at today at **800-834-6488**.

Or complete and return the Risk-Free Enrollment Form on page 15 now. You'll be glad you did.

Sincerely,

Don Fishback, Chief Option Strategist

PS. Remember, this is an honest-to-goodness RISK-FREE full month Trial Offer! If you are not 100% satisfied, just let us know within 30 days. We'll refund your money right away ... and say "thanks" for giving ODDS Safe Options Alert a try.

P.P.S. **WARNING: Membership Limited!** To make sure our ODDS Safe Options Alert subscribers get good executions on their trades, we are accepting only a limited number of new members.

However, even if you're not committed to ODDS Safe Options Alert, but just want to use the system for a full month risk-free, I urge you to reply today, while this report is still in your hands.

If you wait, and we have filled our quota, your application will be rejected – and your payment will be returned (as much as it pains my publisher to do so!).

My last 2 ODDS-based trading services filled up rapidly when I opened them up to new members. Now, both are closed, and you can't get into them, at any price. And I can only operate so many trading services with the ODDS Option Mine database – no more.

So if you're thinking about trading stocks and options with ODDS Safe Options Alert, I recommend you call toll-free **800-834-6488** today ... or mail the enrollment form right now, while slots are still available.

## More investors and traders praise Don Fishback and his ODDS System

*"1,000% profit in 5 months ... At that rate you could accumulate a fortune in no time!"*

–Mike C., Retirement Planner

*"My first 'Home Run' in the OEX ... I made over \$10,000 in less than a month!"*

–Sylvia B. 36-years in banking

*"80% winning trades have grown my IRA and helped put 3 kids through college."*

–David B., software developer

*"I think I can easily earn \$4,000-\$5,000 a month... anywhere there's Internet."*

–Vaia A., Real Estate Broker

*"Anyway you look at it, 20% profit in a single day is a very sweet deal!"*

–Bob G., of Boulder, CO

*"\$100,000 diversified into 20 positions averaging 15% return. That's \$15,000 in about a month."*

–Adam W.

*"The most money I've made at one time was \$69,000, which was pretty neat. I love the fact I have money now that I never had before. I can treat myself – you know, buy that new car."*–Arthur R.

*"I had five months where I exceeded my goal of making \$15,000 per month. I had one month where I made slightly less than \$15,000. In my best month, I think I made \$57,000."* –E. H., MA

# Don Fishback's *ODDS Safe Options Alert* **Risk-FREE Charter Member Enrollment Form**

**YES**, activate my no-risk subscription to the ODDS Safe Options Alert according to the terms selected below. As a Charter Member, my service includes:

- Don Fishback's ODDS Safe Options Alert recommended trades significantly outperforming the S&P 500 with lower downside risk than a buy-and-hold strategy.
- Daily ODDS Safe Options Alert Trader's Bulletin.
- Free weekly market commentary.
- Access to members-only web site.
- FREE Bonus online video instruction.

**1-Year Subscription.** Only \$995. A 50% discount off the \$2,000 regular rate. You save \$1,000!

**Quarterly Plan.** Just \$275 billed to your credit card every 3 months until you tell us to stop.

### **Satisfaction guaranteed!**

If I am not 100% satisfied with the ODDS Safe Options Alert, I may cancel my service within 30 days for a full and prompt refund. That way, I risk nothing.

In addition, you guarantee ODDS Safe Options Alert will outperform the S&P 500 while I am a member. If not, you will extend my service for another full year free of charge.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ E-mail (required) \_\_\_\_\_

#### *Method of payment:*

Check enclosed (payable to "Fishback Management & Research")

Credit card: \_\_\_ Visa \_\_\_ MasterCard \_\_\_ Amex \_\_\_ Discover

Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_ Security Code \_\_\_\_\_

Signature \_\_\_\_\_ Phone \_\_\_\_\_

### **3 easy ways to order**

**1. MAIL** this form with payment to:  
Fishback Management & Research, Inc.  
1040 Monarch Street,  
Suite 110  
Lexington, KY 40513

**2. FAX** this form with credit card information to:  
859-224-4452.

**3. PHONE toll-free  
800-834-6488**  
to pay by credit card.

**Don Fishback, the "Wizard of ODDS," announces ...**

# Great News for Investors and Traders Who Want to Safely Earn Above-Average Market Returns in These Financially Uncertain Times

ODDS Safe Options Alert  
produced 228.3% greater profits  
than the S&P 500 – with *far less*  
*downside risk* than buying and  
holding ordinary stocks.  
*Details inside....*

	ODDS Safe Options Alert		Buy and Hold	
		\$ 50,000		\$ 50,000
2000	16.9%	\$ 58,461	-9.1%	\$ 45,448
2001	12.7%	\$ 65,869	-11.9%	\$ 40,044
2002	12.8%	\$ 74,269	-22.1%	\$ 31,194
2003	-0.6%	\$ 73,549	28.7%	\$ 40,144
2004	13.8%	\$ 84,045	10.9%	\$ 44,511
2005	17.0%	\$ 98,363	4.9%	\$ 46,697
2006	19.4%	\$ 117,486	15.8%	\$ 54,075
2007	21.3%	\$ 142,454	5.5%	\$ 57,044
2008	6.2%	\$ 151,342	-34.8%	\$ 37,173

THROUGH OCTOBER 17, 2008

*"I want you to know that your actions and recommendations during the recent market crisis were nothing short of SPECTACULAR!!!"*

–C.D. Morse, Belleville, IL

*"I made over \$200,000 profit in just 14 months. All trades have been winners ... a 100% success rate."*

–John D., Orlando, Florida

**Fishback Management & Research, Inc.**  
1040 Monarch Street, Suite 110  
Lexington, KY 40513

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