



VALUE LINE  
220 East 42nd Street  
New York, NY 10017-5891



*From America's most trusted name in investment analysis . . .  
the next generation in mutual fund software!*



Value Line 220 East 42nd Street • New York, NY 10017-5891

Value Line announces the next generation in mutual fund software — a newer, faster, easier way to meet your clients' investment objectives... virtually in seconds.

Act now and try our **Value Line Fund Analyzer™** in your office for two months for just \$50. Simply mail the enclosed reply card or call toll-free: 1-800-284-7607, ext. 2415 today!

Dear Financial Services Professional:

Clients today are savvy, demanding, knowledgeable... and skeptical. They want investment recommendations that make sense to them. They want detailed data — facts, figures, ratings, statistics. And they want the information now.

If you can make compelling presentations, and quickly provide the right answers to their investment questions, you'll get their business. Now Value Line proudly introduces a new standard in mutual fund software for financial services professionals — with data and analysis that's unmatched for accuracy, completeness and reliability. It's called **Value Line Fund Analyzer™**.

**Value Line Fund Analyzer™** is a new program for Windows™ 3.1 or Windows™ 95. And nothing else on the market even comes close.

**Value Line Fund Analyzer™** is powerful. It tracks more than 3,600 mutual funds covered by Value Line. Monthly updates keep your **Value Line Fund Analyzer™** data current. Advanced sorting, graphing, and querying capabilities, not available in other mutual fund programs, give you maximum flexibility in the way you select, present, view, and report on mutual fund data.

**Value Line Fund Analyzer™ gives you an almost unfair advantage over your competitors.**

**Value Line Fund Analyzer™** offers a number of important advantages over other mutual fund software. So, when you use it, you'll find that you gain an important edge over your competition.

With this powerful program you can:

\*\*\*Quickly and easily show your clients results for different hypothetical investments.

\*\*\*Generate graphs for analysis and presentation, including factor analysis, sector allocation, alpha and beta trend, standard deviation... and many others.

\*\*\*Build and analyze multiple mutual fund portfolios using the **Fund Analyzer's** powerful Portfolio Module.

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\*\*\*Read an in-depth analyst evaluation that goes beyond the numbers to give you a clearer picture of how your clients' money is managed.

\*\*\*Log on to Value Line Online, our proprietary on-line service, to get monthly and weekly database updates... check out fund news and advice in the on-line version of The Value Line Mutual Fund Advisor newsletter... and even ask questions of our technical staff - at no additional cost.

**PLUS** with our enhanced CD-ROM version of the software you can display on screen or print full-page reports from The Value Line Mutual Fund Survey - one of the nation's leading print resources on mutual funds.

#### Value Line: data you can trust

Value Line, publisher of the world's most widely-used investment service, has been providing reliable and objective data to hundreds of thousands of investors nationwide for over six decades. We have a research department of more than 100 professionals who continually analyze and update information on some 10,000 stocks and mutual funds.

Now you can get this incomparably accurate, in-depth Value Line information on mutual funds in electronic format - on CD-ROM or diskette. With **Value Line Fund Analyzer™**, you gain the ability to sort, search, query, analyze, rank, compare, and view the data... using the speed, power, and flexibility of your PC.

#### Just click your mouse and go...

We've gone to great lengths to make **Value Line Fund Analyzer™** the quickest, most convenient mutual fund software available.

**Value Line Fund Analyzer™** is easy and intuitive to use. So it can help you make fast, accurate recommendations to your clients.

You can perform sorts and queries... and generate reports and graphs... simply by clicking on an icon in the handy toolbox. A convenient pull-down menu makes it easy to locate funds, change the set of funds you want to view, and arrange the display of information on your screen.

#### Instantly pick and choose the funds that meet your clients' investment objectives

Now you can just plug your clients' investment criteria into the computer and immediately get listings, performance graphs, or complete reports on all funds that meet their specifications.

Investment strategy can be tailored to each client's objectives, with professional-quality, authoritative-looking reports and graphs that help sell the client on your recommendations. For example...

Phil Langer, a financial planner in Boulder, Colorado, has just installed **Value Line Fund Analyzer™**. He gets a phone call from Fred Coleman, an important client. Fred, convinced that the technology sector has been overhyped, has sold most of his considerable portfolio of technology stocks, and is looking to invest the cash in a mutual fund with high returns and moderate risk.

Fred's new direction: avoid funds with a significant percentage of their holdings in technology stocks... and favor those with large holdings in finance and utilities. "What funds do you have that meet my specifications?" asks Fred impatiently. "And when can you call me back? I don't want to sit on this cash long."

"I don't have to call you back," says Phil, smiling at the data he has just called up on his PC screen using **Value Line Fund Analyzer™**. "I can tell you now exactly which funds meet your criteria." Fred is stunned... and pleasantly surprised.

There is virtually no limit to the criteria or combination of criteria you can use to sort and select funds to match each client's investment objectives... from performance to risk to expenses and more, as listed in the enclosed brochure.

#### Help clients see your point of view

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**Value Line Fund Analyzer™** can help you generate pictures that sell - quickly and easily. **Value Line Fund Analyzer™** can generate compelling graphs comparing mutual funds based on performance, historic alpha and beta, and factor analysis of management style.

You can use it to produce standard graphs, bar charts, pie charts, dimensional views, and more. At the click of a mouse you can adjust any graph's color, labeling, shading perspective, and rotation to dramatize and highlight benefits of the investment to your clients.

#### A powerful tool for financial professionals

**Value Line Fund Analyzer™** provides the power and sophistication professionals demand, yet is so easy to use you can get results in seconds.

You can use the program to make electronic presentations, print reports, evaluate fund data for informed investment selection and recommendations, and monitor the performance of funds, fund families, and client portfolios. Monthly updates ensure that you're always working with current data and statistics.

You can even send mutual fund data and recommendations to clients via convenient fax modem or e-mail for faster decision-making.

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At the touch of a key, you can retrieve any statistic about a mutual fund, or - with the enhanced CD-ROM version - view the entire report from the latest issue of The Value Line Mutual Fund Survey.

#### The best data and performance... at an affordable price

**Value Line Fund Analyzer™** has capabilities usually available only in high-end institutional programs costing thousands of dollars. And it contains more useful features than any other mutual fund software in its price class. See the enclosed brochure for a feature-by-feature comparison and judge for yourself.

In addition, we offer unique in-depth written analyses, giving you a true feel for a fund's management style. The analysis goes beyond the numbers, so you can really see how the money your clients invest is managed.

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Best of all, **Value Line Fund Analyzer™** is fast and powerful. Your time is precious. **Value Line Fund Analyzer™** won't waste it. Data is stored, retrieved, and reported in seconds... all for a price that's readily affordable.

Choose the version that's best for you...

**Value Line Fund Analyzer™** is available on 3 1/2" diskette, CD-ROM with tutorial, and enhanced CD-ROM with tutorial and E-Page.

The enhanced CD-ROM with E-Page enables you to view and print out full-page research reports on more than 1,500 funds covered by The Value Line Mutual Fund Survey - one of the nation's leading print resources on mutual funds. In effect, the E-Page format gives you a Free Subscription to The Value Line Mutual Fund Survey.

Try Value Line Fund Analyzer™ for 2 months for just \$50.

Don't take my word for it. You can try **Value Line Fund Analyzer™** in the convenience of your office for two months for the special introductory price of just \$50. Put the program through its paces and see for yourself how it helps you develop and track profitable portfolios quickly and easily.

After two months, if you want to become an annual subscriber and receive monthly updates, you can apply the \$50 subscription price towards the regular subscription price of \$295 or \$395 (depending on the software version you choose).

For more than half a century, the name "Value Line" has been synonymous with objective, accurate investment research. Now make Value Line your electronic partner in helping your clients achieve their investment goals.

All you have to do is complete and mail the enclosed order form. Or call toll-free 1-800-284-7607, ext. 2415.

Sincerely,



Stephen M. Savage  
Executive Director,  
Mutual Fund Research

P.S. Be sure to take a few minutes to scan the enclosed brochure. It will give you a complete picture of all the features and benefits of this superb new software.



# NOW FIND THE RIGHT MUTUAL FUNDS FOR ANY PORTFOLIO - IN SECONDS!

Value Line announces . . . the next generation in  
Mutual Fund Software for Windows™

## VALUE LINE Fund Analyzer™



*The most accessible, easy-to-use Windows™ software for mutual fund selection, sorting, ranking and portfolio tracking . . .*

*. . . with data analysis that's unmatched for accuracy, completeness and reliability!*

- Fast, powerful, user-friendly Windows™ software.
- Complete data on more than 3,600 mutual funds.
- Updated monthly.
- Sorts, ranks, analyzes and tracks mutual funds and portfolios of funds by any criteria you select.
- A wide range of high-quality graphic and reporting capabilities.
- Your choice of CD-ROM or diskette - both with on-line service.



View and print electronic version of full-page research reports from the renowned Value Line Mutual Fund Survey . . . and get data updates, fund news and advice, technical guidance . . . 24 hours a day . . . right from our on-line service.

# Value Line Fund Analyzer™ . . . a new standard that gives you a faster, easier way to

## *Gain the advantage every investor wants.*

When it comes to evaluating mutual funds, today's financial markets are complicated . . . fast moving . . . often volatile. There is more and more homework to be done before a fund is selected. For example, you'll need a sophisticated grasp of how a fund has performed in the past . . . how it measures up against its competition . . . and what its chances are for future appreciation.

The problem, of course, is time. Most people can't afford to spend hours researching every fund choice . . . not to mention every fund prospect.

The solution is Value Line Fund Analyzer™ . . . a new Windows™ program for IBM PCs and compatibles. Now the mutual fund performance data, rankings, facts and figures you want to see are available - in seconds - at the click of a mouse. Nothing could be faster or easier!

## *Put complete data on more than 3,600 mutual funds at your fingertips.*

Value Line Fund Analyzer™ is a powerful, convenient and complete tool for fund analysis. It tracks and reports on more than 3,600 mutual funds. Monthly updates, via diskette or CD-ROM (your choice), keep your Value Line Fund Analyzer™ data fresh and current.

Value Line Fund Analyzer™ offers major advantages you can't find elsewhere. Its analytic capabilities are superior, including factor analysis, hypothetical investments and written commentary. And Value Line Online, our proprietary on-line service, lets users update their data, browse for recent news about their funds, and access the on-line version of The Value Line Mutual Fund Advisor, our monthly newsletter.

## *Mutual fund data you can trust!*

Value Line, publisher of the world's most widely used investment service, has been providing reliable and objective data to hundreds of thousands of investors nationwide for over six decades. We have a research department of more than 100 investment professionals who continually analyze and update information on some 10,000 stocks and mutual funds.

With Value Line Fund Analyzer™ you can quickly and easily select the funds that meet your investment objectives, using the most accurate data available.

You can put the power of your PC to work sorting, selecting and tracking funds by virtually any criteria - from performance to risk, ratings, expenses, sector allocations and more.

Just plug your investment criteria into the computer. You can quickly get listings, performance graphs or complete reports on all funds that meet your specifications.



Graphs let you visually compare mutual funds to help you determine which is the more appropriate investment.

## *Colorful graphics make the investment picture look clearer.*

Value Line Fund Analyzer™ can generate graphs comparing mutual funds based on:

- ✓ net asset value
- ✓ hypothetical investment performance
- ✓ yield
- ✓ portfolio composition
- ✓ alpha trend
- ✓ beta trend
- ✓ R-2 trend
- ✓ standard deviation trend
- ✓ factor analysis/style attribution

To some investors, pictures speak louder than words. And our computer-generated graphics are the state-of-the-art. With Value Line Fund Analyzer™, you can examine investments from different perspectives, and feel more comfortable with your decisions.

Standard in mutual fund selection software  
to meet your investment objectives.

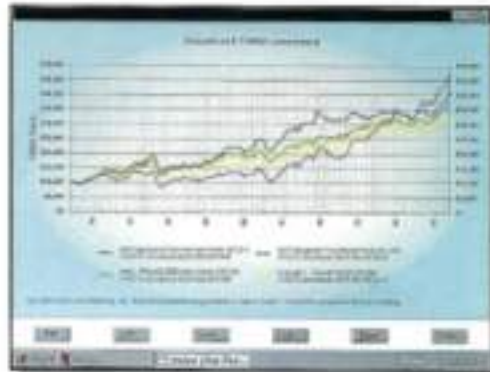
*A quick glance at the chart and graphs below show you the advantages of Value Line Fund Analyzer™. . . and how it helps you identify, choose and monitor mutual funds better than any other software in its class.*

**Value Line Fund Analyzer™**  
versus the competition.

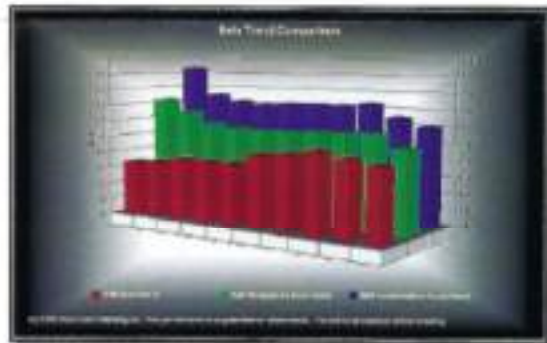
August/September 11, 1999

Feature or Item	Value Line Fund Analyzer™	Principia™
Sorting	✓	✓
Filtering	✓	✓
Reporting	✓	✓
Pre-Defined Tabular Reports	✓	
Graphing	✓	✓
Customizable Graphs	✓	
Customizable Spread Sheet	✓	
Historical Risk Trend Graphs	✓	
Factor Analysis/Style Attribution	✓	
Historical Yield Trend	✓	
Sector Allocation Graph	✓	
Hypothetical Investments	✓	
On-Line Data Updates	✓	
Written Analysis	✓	
Portfolio Tracking	✓	

Graphs print out in full color on any color printer for easy viewing and decision making.



Selectable fields allow you to choose and sort mutual funds by any combination of criteria, including risk, performance and expenses.





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*. . . with data analysis that's unmatched for accuracy, completeness and reliability!*

- Fast, powerful, user-friendly Windows™ software.
- Complete data on more than 3,600 mutual funds.
- Updated monthly.
- Sorts, ranks, analyzes and tracks mutual funds and portfolios of funds by any criteria you select.
- A wide range of high-quality graphic and reporting capabilities.
- Your choice of CD-ROM or diskette - both with on-line service.



View and print electronic version of full-page research reports from the renowned *Value Line Mutual Fund Survey* . . . and get data updates, fund news and advice, technical guidance . . . 24 hours a day . . . right from our on-line service.

**ACT NOW TO TAKE ADVANTAGE OF THIS INTRODUCTORY OFFER TO TRY  
VALUE LINE FUND ANALYZER™ FOR 2 MONTHS FOR JUST \$50!**

☐ **YES!** I'll take you up on your offer to try Value Line Fund Analyzer™ for two months for just \$50. If at the end of 2 months I decide to subscribe for a full year, you will apply my trial fee towards the cost of an annual subscription.

Please send me my Value Line Fund Analyzer™ trial in the following format:

- ☐ Enhanced CD-ROM with tutorial plus E-Page enabling me to view and print pages from The Value Line Mutual Fund Survey.  
☐ 3 1/2" diskette.

☐ I prefer to subscribe for a full year now at:

- ☐ \$295 plus \$8.95 shipping & handling in the following format:  
☐ CD-ROM with tutorial ☐ 3 1/2" diskette  
☐ \$395 plus \$8.95 shipping & handling for enhanced CD-ROM with tutorial and E-Page.

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