

SIGNALERT CORPORATION

REGISTERED INVESTMENT ADVISORS
150 GREAT NECK ROAD, GREAT NECK, NY 11021
516.829.6444

Gerald Appel
PRESIDENT

Dr. Marvin Appel
VICE –PRESIDENT

Signalert Corporation, publisher of SYSTEMS & FORECASTS, offers a selection of products and investment literature by Gerald Appel and Dr. Marvin Appel, co-editors of the newsletter. These products provide basic and advanced techniques for tracking the stock market, and are recommended for investors who want to sharpen their trading skills and develop a personal arsenal of powerful trading techniques.

INVESTING WITH EXCHANGE-TRADED FUNDS MADE EASY

Marvin Appel's first book, published by Prentice Hall, Appel illuminates every facet of ETF investing: quantifying potential risk and reward, using ETF's to improve diversification, implementing simple "active strategies" deciding when to move into cash, and more. From start to finish, this book candidly assesses risks, costs, and rewards, helping you become an informed ETF consumer and a powerfully effective ETF investor.

Price: \$24.99

Purchase via amazon.com or at website <http://www.appelasset.com>

OPPORTUNITY INVESTING

Gerald Appel's newest book, published by Prentice Hall, is an investment guide. Learn how to implement high-return, low-risk investment strategies without buying individual stocks-using mutual funds, exchange-traded funds (ETF's), and real estate trusts. Discover ways to leverage winning opportunities as they arise. Plan, manage, and optimize your holdings for years, decades, even a lifetime.

Price: \$24.99

Purchase via amazon.com or at website <http://www.technicalanalysisbygeraldappel.com>

TECHNICAL ANALYSIS – POWER TOOLS FOR ACTIVE INVESTORS...

Gerald Appel's, published by Prentice-Hall, is **Technical Analysis, Power Tools for Active Investors**. It provides detailed instructions on how to use technical indicators such as Moving Average Convergence/Divergence, Moving Average Trading Bands, and others, to set up, execute and manage trades. Beginners and pros can profit from using the techniques and trading strategies explained by Mr. Appel.

Price: varies

Purchase via amazon.com or at website <http://www.technicalanalysisbygeraldappel.com>

DAY-TRADING WITH GERALD APPEL...

This videotape deals with day trading and discusses the use of cycles, tick volume, moving average channels, stop and entry placement, and a number of other indicators that can be employed in day trading. The tape shows you step-by-step procedures in preparing for and initiating day trades.

Price: \$60.00

THE MACD VIDEO SEMINAR...

MACD has become a classic for traders. It is now a standard item on most computer graphics programs for market technicians. Through this hour long home seminar, accompanied by a 36 page manual, you can learn the basic calculations and theory behind MACD and how to set up basic MACD buys and sells, as well as more advanced concepts such as how and when to employ rapid MACD signals, when to switch to slower MACD lines, when to sell quickly and when to delay selling in order to safeguard positions. Long-term traders will learn MACD techniques to identify the beginnings and ends of major bull markets and how to employ longer-term MACD lines to define long term trends. Long-term MACD signals are very useful as a filter for shorter-term positions.

Price: \$195.00

MASTER CLASS with GERALD APPEL...

Participate in a unique, intensive four-hour class, conducted by Gerald Appel, ground breaking technical analyst and the creator of MACD among many technical tools. This DVD or VHS seminar w/chart seminar will help you master such topics as indices and chart formations, implementing MACD signals and rules, trend-following strategies, trading bands and volatilities. So watch the class, insert the tutorial CD and come improve your technical skills with a recognized master who shares his methods and techniques with an attentive classroom audience.

Price: DVD: \$285.00
VHS: \$285.00

USING MOVING AVERAGE TRADING BANDS...

To Call Tomorrow's Turns By Yesterday's Market Action.

This 24-page booklet shows you how to determine movements and sudden swings in market risk. Employing "8 Rules of Prediction", this product is designed to help readers recognize coming market turns by identifying certain patterns of market movement that have taken place up to a point, and identifying support and resistance price levels. The "8 Rules" may also be applied across many time horizons used in today's technical analysis to accommodate long-term and short-term trading. So if you currently employ trading bands, or are a novice technical trader, you will find this a very useful tool to improve your knowledge base.

Price: \$75.00

WINNING MARKET SYSTEMS - 83 WAYS TO BEAT THE MARKET...

A classic in the area of technical literature, this is the first of Gerald Appel's books to receive the "Investment Book of the Year Award" from the Stock Trader's Almanac (Appel is a two time winner). A good guidebook, it describes charting techniques and other topics such as: how to predict the movement of the market, what are the bullish trend line formations, how volume data can pinpoint tops and bottoms, point and figure charts, how to establish a risk/reward ratio, spotting bullish stocks and identifying market tops and bottoms.

Price: \$30.00

To order:

Go to www.systemsandforecasts.com and order from our products list or, call toll-free (800-829-6229) and ask for our subscription department, and one of our representatives will be happy to take your order. If you have any questions or comments, you may also contact us via e-mail at Marketletter@Signalert.com.