

TV Scene

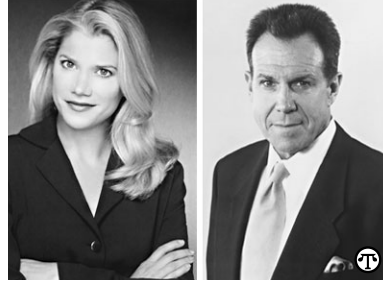
Talking Stock

(NAPS)—With so much attention focused on our dependence on Middle Eastern oil these days, the timing couldn't be better for introducing investors to a company that may hold the key to weaning us off it.

That's the premise behind a new Sunday morning financial show, called "Let's Talk Stock," co-hosted by respected newsman Bill Boggs and the financially savvy Susan Drumm. On every show, a variety of movers and shakers like early guest William Telander, president and CEO of U.S. Wind Farming, Inc.—an emerging public renewable-energy developer working on establishing wind-generated electrical power cooperatives—will be on board to give investors insight into what they're up to. And since at least some of the companies spotlighted may only have just begun to register on the radar screens of the big brokerage analysts, the potential for small investors to get in on the ground floor is very real.

"The show is dedicated exclusively to public companies that bear looking into," says producer Bernard Cerrone.

What's more, lively segments such as "Business Buzz" offer insights on the day's hottest business headlines and issues from industry experts. Two such guests: Cliff Weber, senior vice president at the American Stock Exchange's Exchange Traded Funds, discussing the emergence of ETFs as a whole new class of securities with \$150 billion in assets; and Louis Thompson Jr., president of the National Investors Institute,



Co-hosts Bill Boggs and Susan Drumm of "Let's Talk Stock."

which has had much to say in Washington about corporate governance issues.

Shot at the American Stock Exchange, the 30-minute "Let's Talk Stock" will also feature guests such as Robert Cox, chairman of CareDecision Corporation, a software technology development company mostly active in the health care, hospitality/hotel, and satellite/TV markets; and Warren Kaplan, chairperson of Action Products International, Inc., a leading designer, manufacturer and marketer of quality educational and nonviolent branded toys.

As Cerrone notes, the profile of the average stock market investor has changed dramatically in the last 15 years. "We're a nation of money managers," he says. "From the casual buyer to the seasoned professional, investors need to actively seek out as much information as possible to assist them in making financial decisions."

"Let's Talk Stock" airs on Fox, ABC, WB and UPN stations. For more information, visit www.lets-talkstock.com.