



**Play** Stock Survivor and you could be basking on the sun-drenched beaches of **Tahiti**.

**Invest** for real and you may be able to **treat yourself** to a return trip.



Dear <Insert Name Here>,

There's a new game in town that offers Stock Trading with a Twist—E\*TRADE Stock Survivor.

**The challenge**—outsmart your opponents by choosing the best surviving stocks

**The reward**—there's never been more ways to win:

- The grand prize winner receives **a free trip for two to Tahiti plus \$10,000 in a real E\*TRADE account**. Imagine basking on sun-drenched lagoons while your \$10,000 is working for you back at home.
- Other prizes include **a trip for two to The Breeder's Cup, the Kentucky Derby, or another Triple Crown race** provided by the NTRA, and **a weekend for two in Napa Valley** courtesy of [Winetasting.com](http://Winetasting.com).
- Weekly treasure hunt winners **receive an extra \$1,000 in play money in their Game accounts**, which in turn increases their chance of winning prizes in the first two categories

## How It Works

- Start out with a maximum of 16 stock survivors in your portfolio.
- Vote off half the survivors each week.
- Buy and sell as often as you like during the week

## Out Buy, Out Sell, and Out Trade Your Friends

To make the competition even more fun, invite your friends to play Stock Survivor. For every friend who joins the game, we'll add \$1,000 in play money to your Game account, up to a maximum of \$5,000 over the course of the Game. When signing up, they just need to enter your e-mail address in the appropriate box and you'll receive your bonus the following Monday.

## To Play Stock Survivor

Sponsored By:

**Buy Direct  
From the  
Winery!**

[winetasting.com](http://winetasting.com)

To play stock survivor you must first register. To do so, click the *Sign Up* button below and complete the member registration form.

**Sign Up**



## Congratulations Jordan!

After the first week of competition on E\*TRADE Stock Survivor, you're the current leader! Keep it up and you could be on your way to the beautiful tropical lagoons of Tahiti. Also, don't forget to [check the weekly winners' list](#) to see what you won.

For tips on how to keep your lead, make sure to visit the E\*TRADE [Knowledge Center](#) under [Quotes & Research](#).

### Instant Game Cash!

The [weekly treasure hunt competition](#) is another way for you to boost the balance in your cash account and increase your chances of winning. If you answer the 10 questions correctly, we'll add \$1,000 to your Game account.



### Out Buy, Out Sell, and Out Trade Your Friends

To make the competition even more fun, invite your friends to play Stock Survivor. For every friend who joins the game, we'll [enter incentive here]. When signing up, they just need to enter your e-mail address in the appropriate box and you'll [enter incentive here].

### Trade for Real

Just imagine if the percentage gains in your Game account were real dollars. They could be if you opened an E\*TRADE brokerage account. It's easy, and there's never been a better time to open an account. As a Stock Survivor player, you're eligible for increased sign-up bonuses:

- [Open an account with \\$1,000 – \\$9,999](#) and receive \$75.
- [Open an account with \\$10,000 – \\$24,999](#) and receive \$150.
- [Open an account with over \\$25,000](#) and receive \$250.


Keep up the good work!

**Trade for Real**  
 Open an E\*TRADE Account

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Get Yours.  
 Now!

Tap into the power of online investing 

## Don't Just Survive—Thrive!



## Don't Just Survive—Thrive!

Stock Survivor is your chance to out buy, out sell, and out smart competing players. Join at any time and we'll give you \$100,000 in play money to invest as you see fit. But there's an added twist. You start with 16 survivor stocks of your choosing during the first week. Then each subsequent week, you must vote off half the stocks in your portfolio until there's only one survivor left.



E\*TRADE<sup>®</sup>  
**STOCK SURVIVOR**



And the top prize? **A free trip for two to Tahiti plus \$10,000 in a real E\*TRADE account.** Imagine basking on sun-drenched beaches while your \$10,000 is working for you back home.

To play Stock Survivor, you first need to register.



Sign Up

Sign up to play



Log On

If you're already a Survivor

No purchase necessary. The E\*TRADE Stock Survivor Game ("ESSG") begins on October 16, 2000 at 12:00 am E.S.T. and continues until November 19, 2000 at 11:59 pm or until E\*TRADE at its sole discretion chooses to discontinue it. The E\*TRADE Stock Survivor Game displays the portfolio information of each player on the Web site. All E\*TRADE Stock Survivor Game portfolios begin with \$100,000 in play money.

Trade for Real  
Open an E\*TRADE Account

### About Stock Survivor

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Yours.  
Now!

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Don't Just Survive—Thrive!

## Welcome FirstName!

Thanks for playing E\*TRADE Stock Survivor. Your Game portfolio is all set. Get started by making a trade. Here are some key points to keep in mind:

- Read the "[Things to Remember](#)" section below for information specific to the current week of play.
- You're allowed a maximum number of stocks in your portfolio and this number changes weekly.
- You must sell a stock before you can buy another one if you're at the maximum.
- You can buy and sell as often as you like during the week.
- You must vote off half the stocks in your portfolio each week (see "Things to Remember" for when). If you don't, we'll automatically drop the stocks with the lowest rate of return.



Your Screen Name:  
**screenname**

(How other players know you)

### Things to Remember for Week 1 (10/16/00 – 10/22/00)

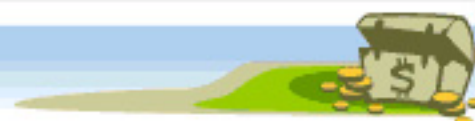
- 1 [Elect your initial 16 survivor stocks](#) under the Trading link using the \$100,000 in Game money that we give you.
- 2 [Vote off eight of the survivors in your portfolio](#) by close of market (4 pm E.S.T.) on Monday 10/23—but not before 5 pm E.S.T. on Friday, 10/20.

**Trade for Real**  
 Open an E\*TRADE Account

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Don't Just Survive—Thrive!



## Stock Investing with a Twist

Playing the market's never been so fun. Each week, your portfolio must shrink by half until the final week when only one survivor stock remains. You can vote survivors on and off as often as you like during the week as long as your total number of survivors matches tribal regulations.

The player with the highest net worth—and only one survivor stock left—receives **\$10,000 in a real E\*TRADE account and will travel with a friend to the sun-drenched beaches of Tahiti.**


Imagine sitting outside a beachfront bungalow viewing refreshing turquoise waters while your \$10,000 is working for you back home.

Good luck!

## E\*TRADE<sup>®</sup> STOCK SURVIVOR



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 Yours.  
 Now!

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**Play Now**

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## Treasure Hunt

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Now!

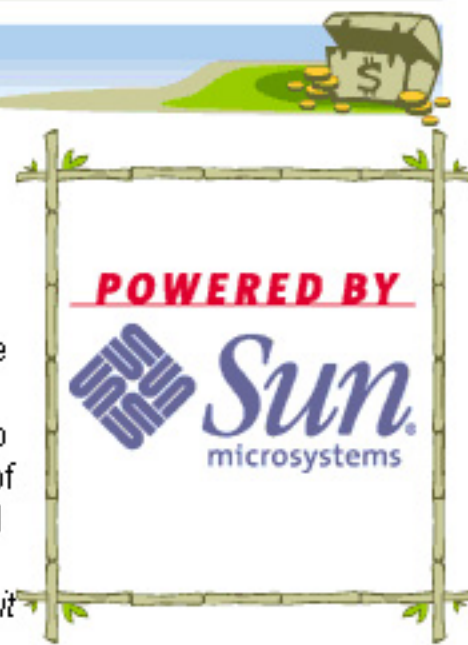
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## Don't Just Survive—Thrive!

# Stock Survivor Treasure Hunt

Welcome to the E\*TRADE Stock Survivor Treasure Hunt. Below are the questions for Week 1. Read each question and click on the radio button next to the answer you think is correct. If you're not sure of an answer, visit our [Knowledge Center](#) where you'll find all the information you need to win. Once you've answered all five questions, click the *Submit Answers* button.

Good luck and don't forget to come back and play each week!



### E\*TRADE Stock Survivor Treasure Hunt Week 1

- 1 Which of the following is a common mistake you should avoid?**
  - Panic Selling
  - Selling High
  - Buying Cattle
  - Buying on Margin
- 2 A good four-step process for investing is to 1) choose a stock in which to take a position; 2) commit to the position by executing a trade; and 3) then monitor the trade to see if it fits your expectations. The final and fourth step is:**
  - Ask my brother-in-law when to sell
  - Read the newspaper and sell when the market indicates
  - Close the trade when your expectations are met or lost
  - Close the trade when you feel you have made enough profit