

Overview of the Educational Version of Standard & Poor's Market Insight

To obtain access to the Irwin Education Version of Standard & Poor's Market Insight web site, students can purchase a variety of textbooks or workbooks that include this card. The card includes a site id, and the McGraw-Hill Irwin web site address. Through the McGraw-Hill Irwin website (<http://www.mhhe.com/business/finance/edumarketinsight/>), users will have access to a link that will provide them with access to the Educational Version of Market Insight (emi.compustat.com), as well as access to a FEEDBACK button in which they can submit any and all questions or comments to Irwin. COMPUSTAT Support is not provided for Irwin users! (To access the EMI web site, only a site id is required. No username or password is needed.) Below are some illustrations and descriptions of the content that is available on the Educational Version of Standard & Poor's Market Insight.

Home Tab

The Home Tab is the main tab of Market Insight, which consists of a Welcome screen for the product, as well as links to sample pages of available content within the product. Check out the news and notes section for helpful hints, product features and latest enhancements. The home tab also includes a complete overview of the FULL version of MI with a link to the www.compustat.com website. A Trouble Shooting list has been added to the home page (Titled "Need to troubleshoot?") as well as directions to view the company population included within the site. The site contains a population of **355** active companies.

The screenshot shows the Netscape browser window displaying the Market Insight for Irwin website. The browser title is "Market Insight for Irwin - Netscape". The address bar shows the URL: <http://emi.compustat.com/cgi-irwinus-auth/mihome.cgi>. The website header features the Standard & Poor's logo and the text "MARKET INSIGHT". Below the header are navigation tabs for "COMPANY", "INDUSTRY", and "HOME". A "QUICKLINK" section is visible on the left. The main content area includes a "Getting started..." section with instructions on how to use the site. A central "Welcome to Market Insight..." section provides an overview of the site's features and content. A "news and notes..." section on the right lists various reports and updates, including a "Need to troubleshoot?" section. The footer contains copyright information for Standard & Poor's and a note that the site is a division of The McGraw-Hill Companies.

Getting started...
Just select one of the tabs above—Company or Industry—to access the latest research from Standard & Poor's.

McGraw-Hill Irwin

Welcome to Market Insight...
Welcome to the Educational Version of Standard & Poor's Market Insight—your online source to the world of Standard & Poor's research. Company Profiles, Financial Highlights, Long Business Descriptions, Corporate Action reports, Excel Analytic Reports, Company and Industry News, Industry Profiles, Industry Constituent Listing, Industry Financial Highlights and U.S. Trade Outlooks are all just a click away.

Please keep your site id in a secure location. You will be required to enter it each time you log into the product.

All data presented throughout this site is reported in U.S. Dollars.

news and notes...
Need to troubleshoot?
Current content and functionality include:
• For a complete list of the company population, go to the Company tab and select the Population button.
• Company Profile. [Learn more...](#)
• Financial Highlights. [Learn more...](#)
• Long Business Description. [Learn more...](#)
• Ticker History and Corporate Actions reports. [Learn more...](#)
• 14 Excel Analytic reports. [Learn more...](#)
• Recent News Coverage. [Learn more...](#)
• Industry Profile. [Learn more...](#)
• Industry Constituents. [Learn more...](#)
• Industry Financial Highlights. [Learn more...](#)
• Industry Trade Outlooks. [Learn more...](#)

Product Notes...

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Company Tab

The Company tab provides a mixture of the latest company data: valuation, performance, quantitative, analytical, growth rates, market data, textual information, news and more. The majority of data throughout the company tab is updated daily/transactionally.

The Company Tab consists of the Compustat Reports, Excel Analytics, Recent News (newly incorporated as of January 2002), the Related Links folders, Company Lookup, and a Company Population list, all described below.

The screenshot shows the Market Insight for Irwin website interface. The main content area displays data for DEAN FOODS CO (DF). The page is divided into several sections:

- Navigation:** Includes a search bar with the ticker 'DF' and buttons for 'LOOKUP' and 'POPULATION'.
- Market Data (20 minute delay on prices):**

Issue Exchange:	New York	Issue Description:	COM USD.01
Time:	04:03 PM	Volume:	377600
Last Price:	37.85	High Price:	37.99
Open Price:	37.70	Low Price:	37.53
Previous Close:	37.91	52 Week High:	38.325
Change (%):	-0.06 (-0.16)	52 Week Low:	25.215
- Returns (%):**

	1 Year	3 Year	5 Year	
1 Month Price Change:	0.925	59.741	25.383	20.933
- Valuation:**

Price/Earnings		Dividend Yield	
Current P/E from Ops:	15.673	Current:	0.000
12 Month Avg. P/E:	33.7	12 Month Avg. Div:	0.000
S&P 500 P/E:	40.246	S&P 500 Div Yield:	1.431

The page also includes a sidebar with navigation links such as 'Compustat Reports', 'Excel Analytics', 'Recent News', and 'Related Links'. The footer contains copyright information and a privacy policy link.

► Compustat Reports

The Compustat Reports folder contains the following reports: Company Profile, Financial Highlights, Long Business Description, Corporate Actions and Ticker History (if available).

- **Company Profile:** Provides real time pricing quotes and valuation, non-financial company information such as name, address, web site, exchange, SIC, GICS, etc., as well as links to the following reports: Long Business Description and Financial Highlights.
- **Financial Highlights:** Reports compiled from information generated from the COMPUSTAT database that provide recent valuation, profitability, 12-month performance and financial risk data.
- **Long Business Description:** A text description that details the type of business a company operates.

- **Corporate Action & Ticker History Reports:** Reports that detail over 40 years of corporate actions such as name changes, acquisitions, mergers, spin-offs, CUSIP, SIC and ticker changes, and much more. Market Insight contains two reports within the Company Tab that provide the users with this information: Corporate Actions (updated transactionally) and Ticker History (updated weekly). (See below report example for Microsoft Corp.)

▶ **Excel Analytics**

Four subfolders exist under the Excel Analytics folder: Annual, Quarterly, Market Data and Valuation Data. Clicking on any of the files within the Excel Analytics folder will generate data reports and charts for any *active* U.S. company, and Microsoft Excel will open and present the desired data report. The following is a list of the available Excel Analytic reports:

Annual: All Annual reports are updated weekly/transactionally.

- Annual Income Statement—5 years of annual data, plus the last 12MM figures
- Annual Balance Sheet—5 years of annual data, plus the latest quarterly figures
- Annual Cash Flow—5 years of annual data, plus the latest quarterly figures
- Annual Ratio Report—6 years of annual data

Quarterly: All Quarterly reports are updated weekly/transactionally.

- Quarterly Income Statement—6 quarters of quarterly data (includes preliminary figures)
- Quarterly Balance Sheet—6 quarters of quarterly data (includes preliminary figures)
- Quarterly Cash Flow—5 quarters of quarterly data
- Quarterly Ratio Report—6 quarters of quarterly data

Market Data: Reports are updated as noted.

- Daily Adjusted Prices—130 days; Reports are updated daily.
- Weekly Adjusted Prices—2 Years or 104 weeks; Reports are updated weekly.
- Monthly Adjusted Prices—48 months; Reports updated weekly.

Valuation Data: Reports are updated as noted.

- Profitability—10 years of annual data, 5- and 10-year averages, 5- and 10-year geometric mean; Reports are updated weekly/transactionally.
- Forecasted Values—3 years of annual data, last 12MM figures, and 2 years of forecasted figures; Reports are updated daily.
- Monthly Valuation Data—6 months; Reports are updated weekly/transactionally.

▶ **Recent News**

- **BusinessWire, PR Newswire and Archive**

Market Insight includes news coverage provided by two third-party feeds which complement each other to offer full press release and financial release coverage for the Market Insight company population: BusinessWire and PR Newswire. Business Wire is the newswire leader in a multi-platform world. PR Newswire is the leading source of immediate news from corporations worldwide. News documents will be available through ticker, so a Recent News folder will appear under the Company tab. News stories are updated throughout the day.

BusinessWire and PR Newswire are subfolders in the Recent News folder. Under both of the subfolders, documents released within the past 7 days (or the last 20 stories for a specific company) will appear. Each headline under the subfolders will feature the first 5 words of the headline and the date (mm/dd/yyyy) for the document. Select the link to pull up the full story. If more than four companies are mentioned in a story, the article will also provide a link to the pertaining industry.

An additional option under the Recent News will be an HTML file named “Archive”, which contains a 90-day history. When selected, this link will generate a list of documents, featuring columns including the document name (the first 5 words of the headline), source, date and the format. Source will be either BW or PRN. The headline will be linked, and clicking on it will open the story in the frame, replacing the archive list. Depository of files for both BusinessWire and PR Newswire are updated hourly. About 90% of the companies only file through one or the other of these third-party sources, so the Recent News folder should not be a massive list of files under each subfolder.

► **Related Links**

Provides a link to the specified company’s industry and country.

Company Lookup

The Company Lookup enables you to search for a company by name.

Company Population

The Company Population consists of a list of the Irwin company population – the list is dynamic and interactive.

Industry Tab

The Industry tab provides a mixture of the latest industry data: valuation, performance, quantitative, analytical, growth rates, market data, textual information, and more. The majority of data throughout the industry tab is updated weekly/transactionally.

The Industry Tab consists of the Compustat Reports, Recent News (newly incorporated as of January 2002), and U.S. Trade Outlooks (newly incorporated as of January 2002) folders, and the Industry Lookup, all described below.

Market Insight for Irwin - Netscape

File Edit View Go Communicator Help

Back Forward Reload Home Search Guide Print Security Shop Stop

Bookmarks Netsite: <http://emi.compustat.com/cgi-irwinus-auth/mihome.cgi?go=1&tab=industry&tree=30202030&branch=302020> What's Related

STANDARD & POOR'S MARKET INSIGHT

COMPANY INDUSTRY HOME

QUICKLINK Industry: Packaged Foods & Meats Go! LOOKUP TOOLS

Packaged Foods & Meats

Compustat Reports

- Industry Profile 04/30/2002
- Industry Constituents 05/09/2002

Industry Financial Highlights

- S&P 500 05/09/2002
- S&P Midcap 05/09/2002
- S&P Smallcap 05/09/2002
- S&P Super Comp 05/09/2002

Recent News

- BusinessWire
- PR Newswire
- Archive

U.S. Trade Outlooks

Packaged Foods & Meats Industry Profile

Industry	Price	52 week			Price Change (%)			Total Returns (%)		
		Last	High	Low	1 Day	1 Month	YTD	1 Year	3 Year	5 Year
Packaged Foods & Meats-1500	209.145	212.488	180.473	0.2	1.6	5.7	11.3	3.6	5.7	
Packaged Foods & Meats-400	183.100	187.618	131.361	0.5	-0.9	42.7	37.9	11.3	9.0	
Packaged Foods & Meats-500	208.621	211.635	184.395	0.2	2.0	4.9	10.6	5.4	7.8	
Packaged Foods & Meats-600	276.825	281.431	187.592	0.6	4.3	54.3	46.6	8.2	7.8	
S&P 500	1088.850	1315.930	944.750	3.8	-3.2	-16.1	0.2	-2.5	10.2	

Valuation

Industry	Price/Earnings		Div Yield		Price/Book	
	Current	12MM	Current	12MM	Current	12MM
Packaged Foods	54.6	34.9	2.3	2.3	0.0	0.0

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The Compustat Reports folder contains the Industry Profile, Industry Constituents, and the Industry Financial Highlights reports. The Industry Constituents report will list all constituents, but will only provide links to the companies within the “Irwin” population.

► Compustat Reports

Market Insight currently covers 122 S&P U.S. Sub-Industries (redefined using the GICS guidelines as of March 2002).

- **Industry Profile:** Snapshot providing pricing, total return and valuation, as well as a brief description of the S&P Sub-Industry, SIC listing within the industry, the number of constituents and a total industry sales figure.
- **Industry Constituents:** Identifies and provides links to the list of U.S. companies that make up the Sub-Industry. This report lists all constituents, but will only provide links to the companies within the “Irwin” population.
- **Industry Financial Highlights:** Reports compiled from the COMPUSTAT database that features up to date valuation, profitability, 12-month performance and financial risk data on Industry data. A report is available for each industry sub-group: 500, MidCap, SmallCap and SuperCap.

▶ **Recent News**

- **BusinessWire, PR Newswire and Archive**

Market Insight includes news coverage provided by two third-party feeds which complement each other to offer full press release and financial release coverage for the Market Insight industry population: BusinessWire and PR Newswire. Business Wire is the newswire leader in a multi-platform world. PR Newswire is the leading source of immediate news from corporations worldwide. News stories are updated throughout the day.

BusinessWire and PR Newswire are subfolders in the Recent News folder. Under both of the subfolders, documents released within the past 7 days (or the last 20 stories for a specific industry) will appear. Each headline under the subfolders will feature the first 5 words of the headline and the date (mm/dd/yyyy) for the document. Select the link to pull up the full story.

An additional option under the Recent News will be an HTML file named “Archive”, which contains a 90-day history. When selected, this link will generate a list of documents, featuring columns including the document name (the first 5 words of the headline), source, date, and the format. Source would be either BW or PRN. The headline would be linked, and clicking on it would open the story in the frame, replacing the archive list. Depository of files for both BusinessWire and PR Newswire are updated hourly. About 90% of the companies only file through one or the other of the two third-party sources, so the Recent News folder should not be a massive list of files under each subfolder.

▶ **U.S. Trade Outlooks:**

The U.S. Industry Trade Outlook covers industry trends, factors affecting industry growth, and much more. Reports available are dependent on related Industries. Reports are available historically back to 1998, in PDF format, and are co-produced annually by the U.S. Department of Commerce and DRI·WEFA.

Industry Lookup

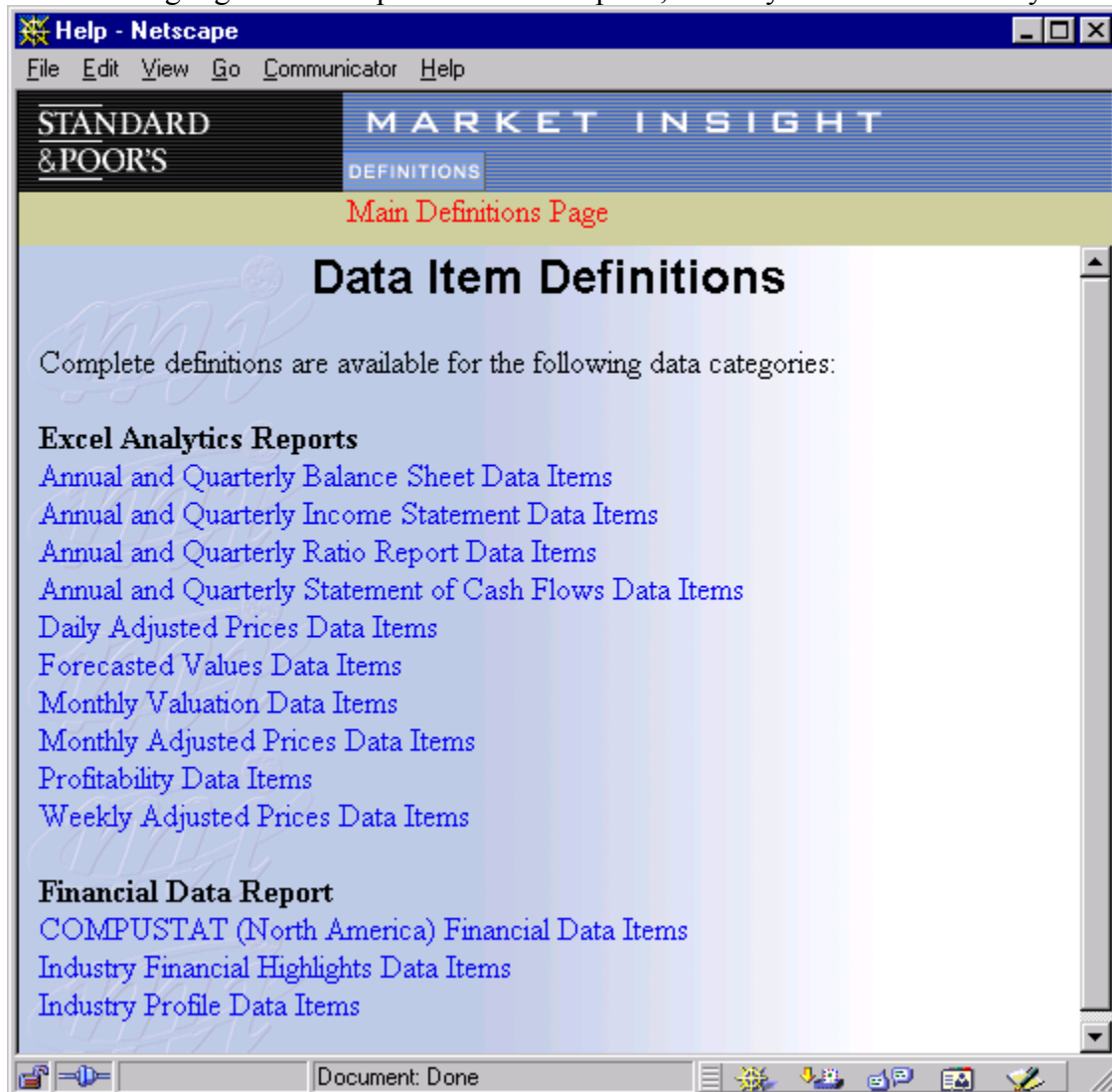
You can search for Standard & Poor’s Sub-Industries by company name, ticker symbol or GVKEY.

Tools

Once the user is logged into Market Insight, a “Tools” popup menu will appear on the top right corner of the web page. These additional options include Help, and Logout.

Help

A separate pop-up window is displayed for the Help options. The Help section for Irwin contains the Definitions tab, and has supporting definitions for the 14 Excel reports, as well as the Company Profile, Financial Highlights and Corporate Actions reports, Industry Profile and Industry Financial Highlights.



Logout

Allow you to clear your research processes and logout of Standard & Poor's Market Insight in one quick, easy step. (useful in library settings).

Misc: Six months after you activate the Site ID you received with the McGraw-Hill/Irwin textbook you purchased, the Site ID will be deactivated, and your access to the Educational Version of Market Insight (EMI) will be terminated. However, you will still be able to access EMI with any other Site ID you receive from future purchases of other McGraw-Hill/Irwin textbooks that also provides this access.