

Bloomberg Commands

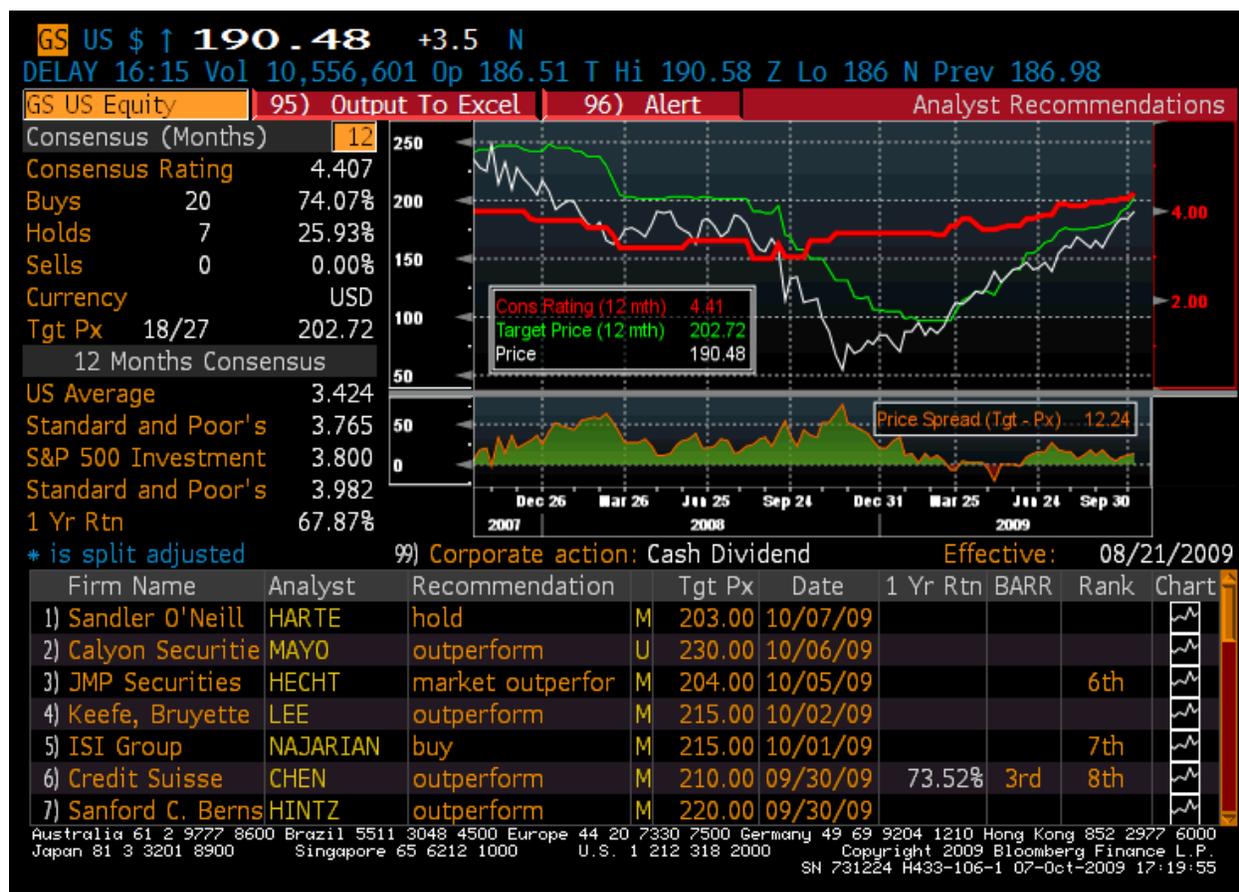
With tens of thousands of commands, Bloomberg is a very confusing and intimidating program, especially for a new user. This guide was created to remove the confusion, and give you the tools to use Bloomberg in a very fast and effective way. Below, is a list of the most commonly used commands in Bloomberg.

Analyst Recommendations - ANR

Use ANR to display a list of analysts' recommendations, price targets, price target time periods, and a consensus rating for a selected equity. The consensus rating is based on analyst recommendations and compiled by Bloomberg reporters and researchers around the world. ANR allows you to determine the latest analyst sentiment and identify which analysts have the most accurate equity ratings. You can also create/edit an analyst recommendation alert.

To use, enter {ticker symbol} {exchange code} <EQUITY> ANR<GO>

For example, to find the Analyst Recommendations for Goldman Sachs Group, type in "GS US <EQUITY> ANR<GO>" without the quotes.

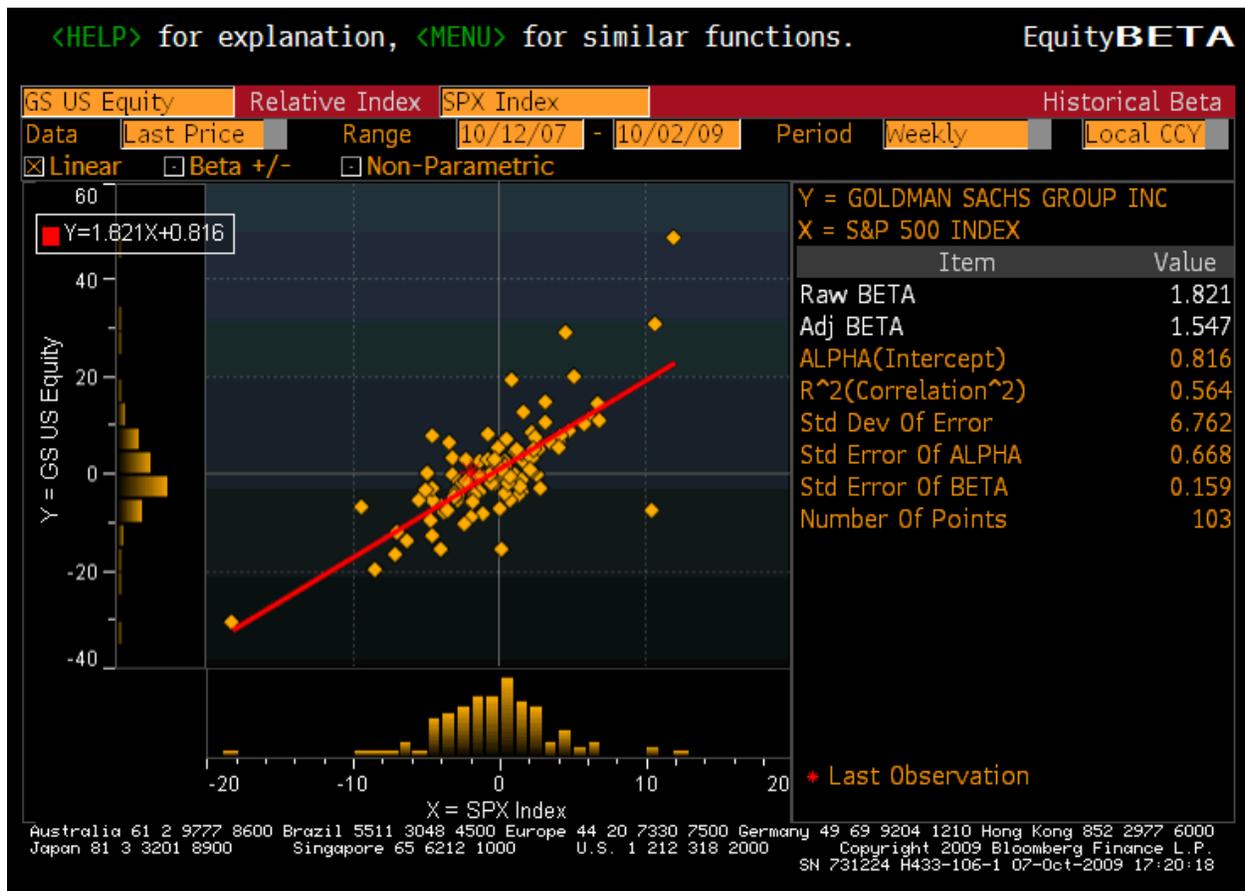


Beta - BETA

Use BETA to graph and display the historical sensitivity of a selected equity compared to a broad based market index. You can use BETA to help determine equity's risk level. You can change the periodicity and time range.

To use, choose an equity, then type **BETA<GO>**

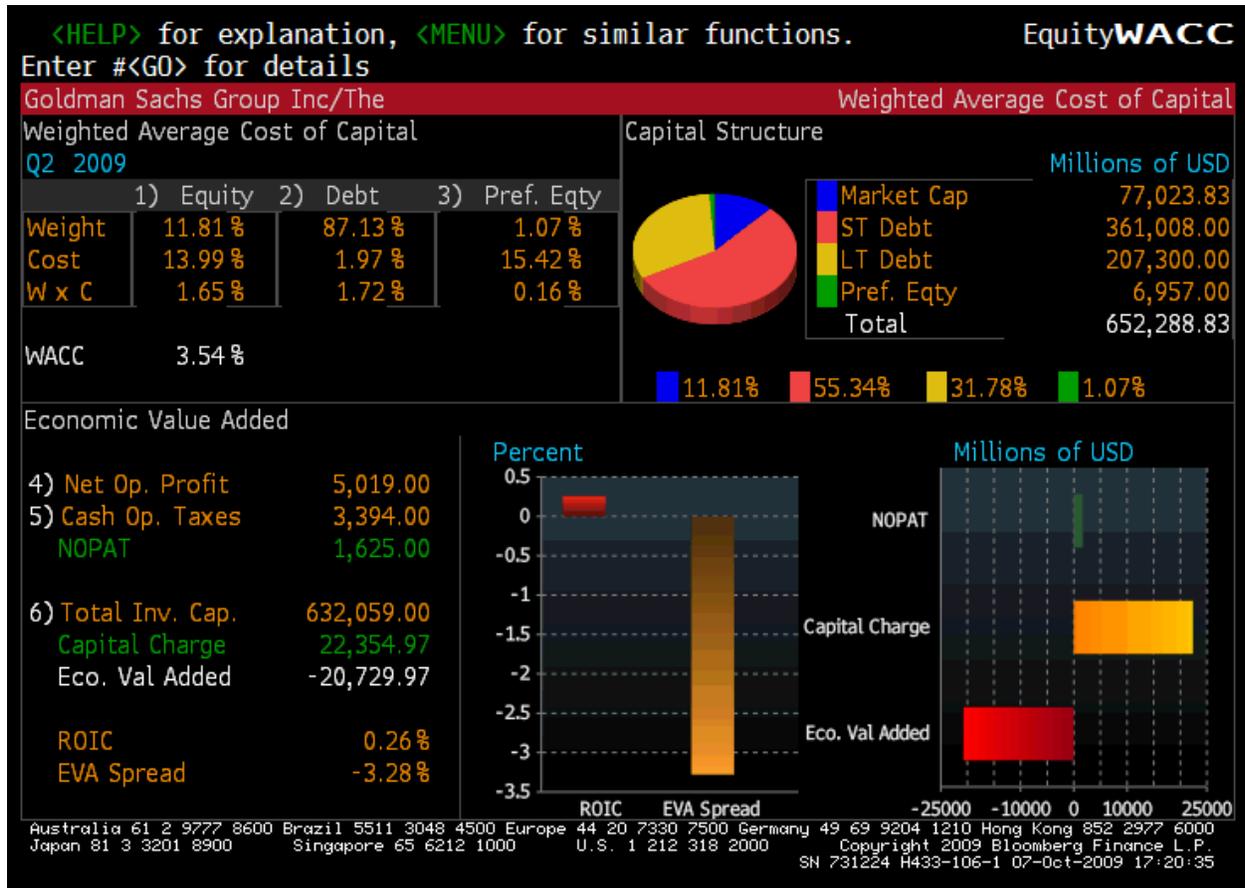
For example, to find the Beta for Goldman Sachs Group, enter "**GS US <EQUITY> BETA <GO>**" without the quotes.



Weighted Average Cost of Capital – WACC

Use WACC to display capital structure, theoretical weighted average cost of capital, economic value added, return on invested capital (ROIC) and economic value added spread (EVA Spread) for a selected company. You can customize default assumptions and data underlying the calculations to assist you in your analysis.

To use, choose an equity, then type **WACC<GO>**



For example, to find the Beta for Goldman Sachs Group, enter **"GS US <EQUITY> WACC <GO>"** without the quotes.

World Equity Indices - WEI

Use WEI to compare regional indices against one another and to determine current and historical performance levels. You can use this comparative analysis to determine investment opportunities and how market changes in global markets may affect the stocks in your portfolio. This information may help you determine which stocks to eliminate from the worst performing markets and then allow you to choose better performing markets that may increase the return on your portfolio.

To use, type in **WEI <GO>**

<HELP> for explanation, <MENU> for similar functions. Equity**WEI**
 # <GO> for Index Sector Breakdown

		95) Edit Defaults		96) News		World Equity Indices		
<input type="checkbox"/> Movers	<input type="checkbox"/> Volatility	<input type="checkbox"/> Ratios	<input type="checkbox"/> Pre-Market	Display	Name	Cur.	USD	Year To Date
		Value	Net Chg	% Chg	Time	% Ytd	% YtdCur	
1) Americas								
4)	DOW JONES INDUS. AVG	9725.58	-5.67	- .06%	16:30	+10.82%	+10.82%	
5)	S&P 500 INDEX	1057.58	+2.86	+ .27%	16:59	+17.09%	+17.09%	
6)	NASDAQ COMPOSITE INDEX	2110.33	+6.76	+ .32%	17:16	+33.82%	+33.82%	
7)	S&P/TSX COMPOSITE INDEX	11349.88	+101.91	+ .91%	17:05	+26.28%	+44.83%	
8)	MEXICO BOLSA INDEX	29763.37	+72.89	+ .25%	16:06	+32.99%	+38.28%	
9)	BRAZIL BOVESPA STOCK IDX	62638.28	-32.31	- .05%	16:17	+66.81%	+120.83%	
2) EMEA								
10)	DJ EURO STOXX 50 € Pr	2852.17	-13.53	- .47%	13:00	+16.53%	+22.67%	
11)	FTSE 100 INDEX	5108.90	-29.08	- .57%	11:35	+15.22%	+26.16%	
12)	CAC 40 INDEX	3756.41	-13.80	- .37%	12:13	+16.73%	+22.89%	
13)	DAX INDEX	5640.75	-16.89	- .30%	14:29	+17.27%	+23.45%	
14)	IBEX 35 INDEX	11721.40	-95.70	- .81%	11:36	+27.46%	+34.18%	
15)	FTSE MIB Index	23414.28	-45.31	- .19%	11:41	+20.32%	+26.66%	
16)	AEX-Index	309.21	- .07	- .02%	12:08	+25.73%	+32.35%	
17)	OMX STOCKHOLM 30 INDEX	885.43	-6.45	- .72%	11:44	+33.68%	+50.20%	
18)	SWISS MARKET INDEX	6260.15	-17.01	- .27%	11:30	+13.11%	+17.01%	
3) Asia/Pacific								
19)	NIKKEI 225	9799.60	+107.80	+1.11%	10/7	+10.61%	+13.36%	
20)	HANG SENG INDEX	21241.59	+430.06	+2.07%	4:01	+47.64%	+47.64%	
21)	S&P/ASX 200 INDEX	4695.70	+104.10	+2.27%	10/7	+26.15%	+59.57%	

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Yield Curve Analysis - YCRV

Use YCRV to display bond, money market, swap, municipal fair market, or corporate fair market yield curves that you can use for relative value comparisons on both a current and historical basis. YCRV provides a variety of yield curves for different security and market types from around the world, allowing you to analyze investment performance across multiple markets and currencies.

To use, type in **YCRV <GO>**

YCRV
EquityYCRV

1 <Go> to view curves. 2 <Go> to save template.

YIELD CURVE ANALYSIS

Templates
Function Defaults
New Template

SEARCH GO

- Curves by Region
 - G7 & Eurozone
 - Africa & Middle East
 - Asia Pacific
 - Central & South America
 - Eastern Europe
 - North America
 - Western Europe
- Curves by Curve Type
 - Government/Benchmark Curves
 - Swap & Swap Spreads
 - Corporate/Credit Curves
 - Money Market Curves
 - Municipal Curves
- Custom Created Curves

CURVE ID	CURVE NAME	DATE
S23	US Dollar Swaps (30/360, S/A)	10/07/09

Expand graph
Save Template

Australia 61 2 9777 8600	Brazil 5511 3048 4500	Europe 44 20 7330 7500	Germany 49 69 9204 1210
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Most Active/Movers (Intraday) - MOST

MOST displays the day's most active stocks by volume, the leading advancers and decliners by percentage or net gain/loss, and stocks with the most value traded for a particular exchange. You can use MOST to gain insight into market sentiment and identify potential opportunities to profit from changing trends in the trading activity of individual equities.

To use, type in **MOST <GO>**

<HELP> for explanation, **<MENU>** for similar functions. Equity**MOST**
200<GO> View in Launchpad, **90<GO>** Set current view as default

97) Edit Defaults **98) Actions** **99) Enable Monitoring** Most Active Securities

Exchange **US Composite** **96) PostMkt** Day **Today** **Standard**
 Filter Securities By Change **Percent** **Detailed**
 Sector **All Sectors** Security **Name** **News**
 Market Cap **All Market Caps** **Bar**

Most Active by Volume (Today)

Security	Last	% Chg	Volume	Security	Last	% Chg	Volume
1)* Citigroup Inc	4.64	-.64%	366.74M	11)* Alcoa Inc	14.20	2.23%	52.11M
2)* E*Trade Financial Corp	1.69	-.59%	171.06M	16)* UCBH Holdings Inc	1.23	6.03%	51.56M
3)* SPDR Trust Series 1	105.80	.27%	158.77M	17) iShares MSCI Emerging	39.34	-.1%	51.36M
4)* Bank of America Corp	17.35	2.06%	152.31M	18)* Intel Corp	19.75	.61%	49.49M
5)* Banco Santander Brasi	13.01	New	143.02M	19)* Cisco Systems Inc	23.61	1.11%	43.24M
6) Financial Select Secto	15.09	1.07%	97.9M	20)* Pfizer Inc	16.69	-.54%	41.93M
7)* Vonage Holdings Corp	2.00	38.89%	94.87M	21)* Oracle Corp	20.57	.15%	41.74M
8)* Powershares QQQ	42.06	.29%	93.65M	22)* Wells Fargo & Co	29.26	2.09%	41.72M
9)* Brocade Communicatio	9.05	1.69%	74.14M	23)* Sprint Nextel Corp	3.73	-1.58%	40.98M
10) Direxion Daily Financi	20.02	-2.67%	71.41M	24)* AT&T Inc	26.18	-2.09%	40.33M
11)* Cell Therapeutics Inc	1.14	16.33%	70.17M	25)* Microsoft Corp	25.10	-.04%	38.46M
12)* Sirius XM Radio Inc	.547	-4.87%	68.27M	26)* Motorola Inc	8.61	1.41%	38.04M
13)* Verisk Analytics Inc	27.22	New	63.73M	27)* JPMorgan Chase & Co	45.70	1.76%	36.08M
14)* General Electric Co	16.16	.5%	60.72M	28) iShares Russell 2000 I	60.16	.03%	35.46M

51) Most Active By Volume 52) Most Up 53) Most Down 54) Most Active By Value 55) Largest Volume Increase

Legend : * News available (Last) Ex-date Split Ex-date & Split

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Top Bloomberg News – TOP

Use TOP to display headlines of the day's top stories from BLOOMBERG NEWS(R) by the category (geographic region, market sector, or topic) of your choice.

To use, type in **TOP <GO>**

The screenshot displays the Bloomberg News 'TOP' interface. At the top right, it shows 'N310 n EquityTOP'. Below this, there's a search bar with 'Enter Keyword(s)' and 'All' selected. Navigation options include '95) Set Alert', '96) Options', and 'Top Bloomberg News(Oct 7)'. A menu bar lists categories: 'WW) Worldwide', '1) News Search', '2) Summaries', '3) Scrolling TOP', and '4) Most Read'. The main content is a list of 31 headlines, each preceded by a number and a 'B' icon indicating a Bloomberg News Exclusive. The headlines include: 5) Alcoa Posts an Unanticipated Quarterly Profit on Price Increases, Job Cuts; 6) Stocks in U.S. Gain, Led by Bank of America; Dollar, Treasuries, Gold Rise; 7) Frank Says There Is Room to 'Tighten Up' Derivatives Regulation Proposal; 8) Wells Fargo Will Raise Credit-Card Rates Ahead of U.S. Law Imposing Limits; 9) Pandit Is Said to Get Positive Rating From Citigroup Reviewer Egon Zehnder; 10) Goldman-, JPMorgan-Backed Essent Guaranty Agrees to Purchase Triad Assets; 11) California Raises Preliminary Yields as Municipal Bonds Fall a Second Day; 12) Black, Who Sold Newspapers to Canwest, Says Deal Was Improperly Financed; 13) 'Twilight Zone' in Global Stocks Leaves Room for More Gains: Chart of Day; 14) Winters Shows JPMorgan Bankers a Path to Safety, Dimon Shows Him the Door; 15) Hamas Finds Gazan Tunnel Investors' Losing \$500 Million Worse Than Madoff; 16) Pickens Power Play Makes Al Gore Convenient Truth for No-Import Oil Policy; 17) Worldwide Stories; 18) Headlines; 19) Nobel Prizes; 20) Video; 21) Senate Finance Panel's Health Plan Would Reduce Budget Deficit, CBO Says; 22) Berlusconi Dealt Defeat as Italian Immunity Law Struck Down by Top Court; 23) Ramakrishnan, Steitz, Yonath Win Nobel Chemistry Prize for DNA Translation; 24) Detroit Mayor Seeks \$750 Million Aid by Refinancings, Airport Privatizing; 25) Yankees Home Playoff Games Are Worth \$6.7 Million Each to City Businesses; 26) Opinion; 27) Muse; 28) Sports; 29) Letters to Editor; 30) Billionaires Buy Bragging Rights With Giant Super Yachts: A. Craig Copetas; 31) John Mack Touts Watchdog Only Banks Will Love: Commentary by David Reilly. At the bottom, there's a footer with regional codes (Australia 61 2 9777 8600, Brazil 5511 3048 4500, Europe 44 20 7330 7500, Germany 49 69 9204 1210, Hong Kong 852 2977 6000, Japan 81 3 3201 8900, Singapore 65 6212 1000, U.S. 1 212 318 2000), copyright information (Copyright 2009 Bloomberg Finance L.P.), and a serial number (SN 731224 H433-106-1 07-Oct-2009 17:21:40).

Underwriter Rankings (League Table) – LEAG

Use LEAG to list underwriter rankings for the fixed income, equity, equity-linked, syndicated loan, and MTN & structured loans markets. Create market searches so you can examine the leading underwriters in a specific market or industry sector and evaluate where they stand relative to competitors. You can choose specific search criteria to create custom ranking tables using market variables, date ranges, and/or specific underwriters.

To use, type in **LEAG <GO>**

<HELP> for explanation. Equity**LEAG**
 Click on 'Select a Market' to view a different Underwriter Rankings table.

Underwriter Rankings

Select a Market Related Functions Output Results To

Debt - International Bonds Exclude Self-led

Custom Date Year **2009** Period **Year** View **Rankings**

Rankings					
Underwriter	Rank	Mkt Share(%)	Amount USD (Mln)	Fees(%)	Issues
1) Barclays Capital	1	8.0	274,257.29	0.164	649
2) JP Morgan	2	6.8	232,117.47	0.245	597
3) Deutsche Bank AG	3	6.3	213,786.39	0.214	637
4) HSBC	4	6.1	209,598.91	0.265	695
5) Citi	5	5.8	199,075.50	0.322	467
6) BNP Paribas Group	6	5.2	178,880.28	0.327	552
7) RBS	7	5.1	174,433.58	0.325	551
8) Morgan Stanley	8	4.4	151,493.20	0.281	340
9) Bank of America Merrill Lynch	9	4.2	144,354.23	0.328	368
10) Goldman Sachs & Co	10	3.7	127,815.49	0.258	299
11) Credit Suisse	11	3.6	122,640.32	0.290	407
12) Societe Generale	12	3.0	103,880.49	0.205	270
13) UBS	13	2.8	95,715.24	0.217	348
14) Calyon	14	2.5	85,540.73	0.194	227
15) UniCredit Group	15	2.3	78,639.15	0.146	328
16) Landesbank Baden-Wuerttemberg	16	2.0	69,216.17	0.225	393
17) Norddeutsche Landesbank GZ	17	1.8	63,124.98	0.150	295
18) DZ Bank AG	18	1.8	61,523.34	0.179	502
19) BayernLB	19	1.6	53,456.35	0.193	212

Market Statistics

Total Amount **3,416,260 USD (Mln)** Issues **7,976** #Underwriters **262** Fees(%) **0.268**

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Bloomberg Research – BR

Use BR to search and display research reports on a variety of different categories.

To use, type in **BR <GO>** and choose the corresponding search category.

<HELP> for explanation, **<MENU>** for similar functions. **N310 n EquityBR**

Research Search

Enter keyword(s) and hit <GO>

Research Categories		Related Functions
1) Research on Ticker List	5) Topics	9) Advanced Search
2) Research on a Company	6) Region	10) My Searches, Alerts
3) Company Research by Sector	7) Markets	11) Suggested Searches
4) Research by Analyst	8) Sources	12) Preferences

Most Popular Searches		Access Contributors
13) Strategy Research Reports	17) Initiating Coverage	21) Request Entitlements
14) Industry Overview Reports	18) Analyst Upgrades	22) Contributor Directory
15) Earnings Preview	19) Analyst Downgrades	23) What's New
16) Economic Research	20) Estimates Revisions	24) All Research

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Research on a Company (accessible through BR) – BRC

Use BRC to search for and display research reports corresponding to a selected security. You can print/bookmark multiple stories and/or preview/download corresponding attachments, if applicable.

To use, type in **BRC <GO>** and enter the company name.

BRC
N310 n EquityBRC

Enter Keyword(s) 7) All Research 98) Save 99) Options < Pg 1 > GOLDMAN SACHS G

Focus	Company	Topic	Doc Len	Date
	GS	All	All	10/07/09
Source	All	Analyst	Rating	Action
		All	All	All

1)	8/27/09	TRADITION: GS CDS unconcerned. Valuation appealing? Tradition Asiel Securities		
2)	8/18/09	GS: Full Steam Ahead - Upgrading To Buy PALI INTERNATIONAL LTD Douglas C Sipkin	Buy Upgrade	 9 pg
3)	8/10/09	TRADITION: GS CDS underpins stock moves higher Tradition Asiel Securities		
4)	7/15/09	GS :An Uncanny Ability to Execute: Raise GS to Outperform (cond Keefe Bruyette & Woods Robert A Lee	Outperform Upgrade	 5 pg
5)	7/14/09	GS: Another Strong FICC Qtr Drives EPS Beat 0 PALI INTERNATIONAL LTD Douglas C Sipkin		 3 pg
6)	6/19/09	GS :A More Upbeat Message From GS Management (condensed) Meredith Whitney Advisor Meredith A Whitney		 3 pg
7)	6/03/09	TRADITION: GS CDS suggests further stock gains capped? Tradition Asiel Securities		
8)	5/29/09	GS :Still the Gold Standard: Transferring Coverage of GS (conden Keefe Bruyette & Woods Robert A Lee		 5 pg
9)	4/15/09	GS :GS: FICC Revs. More Than Offset Other Lackluster Businesses Keefe Bruyette & Woods Lauren A Smith (2)		 5 pg
10)	4/14/09	GS:Init w/ A Neutral:: What Doesn0 PALI INTERNATIONAL LTD Douglas C Sipkin	Neutral Initiate Cvg	 14 pg

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Economic Announcements – ECO

Use ECO to display, customize, and manage multiple economic calendars. Economic calendars can be managed by region, country, and event type, and can display current, historical, and upcoming economic event details.

To use, enter **ECO <GO>**

<HELP> for explanation, **<MENU>** for similar functions. Equity**ECO**

Only the first 140 events will be shown

Custom Calendar		2) Settings	3) Alerts	4) Export	Economic Calendars		
Region	North America	Country	United States	Type	Economic Releases		
Date	10/07/09 - 10/07/10	17:22:24		United States: Economic Releases			
Date	Time A M	Event	Period	Survey	Actual	Prior	Revised
11)	10/07 07:00	<input checked="" type="checkbox"/> MBA Mortgage Applications	OCT 2	- -	16.4%	-2.8%	- -
12)	10/07 15:00	<input checked="" type="checkbox"/> Consumer Credit	AUG	-\$10.0B	-\$12.0B	-\$21.6B	-\$19.0B
13)	10/08 08:30	<input checked="" type="checkbox"/> Initial Jobless Claims	OCT 3	540K	- -	551K	- -
14)	10/08 08:30	<input checked="" type="checkbox"/> Continuing Claims	SEP 26	6105K	- -	6090K	- -
15)	08-16 OCT	<input checked="" type="checkbox"/> Monthly Budget Statement	SEP	-\$78.0B	- -	\$45.7B	- -
16)	10/08 10:00	<input checked="" type="checkbox"/> Wholesale Inventories	AUG	-1.0%	- -	-1.4%	- -
17)	10/08 11:00	<input checked="" type="checkbox"/> ICSC Chain Store Sales YoY	SEP	-1.5%	- -	-2.0%	- -
18)	10/09 08:30	<input checked="" type="checkbox"/> Trade Balance	AUG	-\$33.0B	- -	-\$32.0B	- -
19)	10/13 10:00	<input checked="" type="checkbox"/> IBD/TIPP Economic Optimism	OCT	- -	- -	52.5	- -
20)	10/13 17:00	<input checked="" type="checkbox"/> ABC Consumer Confidence	OCT 11	- -	- -	-45	- -
21)	10/14 07:00	<input checked="" type="checkbox"/> Bloomberg Global Confidence	OCT	- -	- -	58.54	- -
22)	10/14 07:00	<input checked="" type="checkbox"/> MBA Mortgage Applications	OCT 9	- -	- -	16.4%	- -
23)	10/14 08:30	<input checked="" type="checkbox"/> Import Price Index (MoM)	SEP	0.2%	- -	2.0%	- -
24)	10/14 08:30	<input checked="" type="checkbox"/> Import Price Index (YoY)	SEP	- -	- -	-15.0%	- -
25)	10/14 08:30	<input checked="" type="checkbox"/> Advance Retail Sales	SEP	-2.0%	- -	2.7%	- -
26)	10/14 08:30	<input checked="" type="checkbox"/> Retail Sales Less Autos	SEP	0.2%	- -	1.1%	- -
27)	10/14 08:30	<input checked="" type="checkbox"/> Retail Sales Ex Auto & Gas	SEP	- -	- -	0.6%	- -
28)	10/14 10:00	<input checked="" type="checkbox"/> Business Inventories	AUG	-0.8%	- -	-1.0%	- -
29)	10/14 14:00	Minutes of Sept. 23 FOMC Meeting					

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Mergers and Acquisitions (deals) – MA

Use MA to display current and historical merger and acquisition (M&A) details for public and private transactions, including deal types such as acquisitions, divestitures, self-tenders, spin-offs, and joint ventures. These details can include total values, payment terms, premiums, advisor information, and deal financials. You can display the largest deals announced today, statistics, terms, and news. You can also access league tables on M&A advisers to identify who is active in your sectors and/or regions. Data on M&A activity is available from 1997 to the present.

To use, enter **MA <GO>**

<HELP> for explanation. Equity**MA**
 Enter # <Go> for selection.

BLOOMBERG M&A ANALYSIS

1)Mergers And Acquisitions Search		11)Arbitrage Analysis	
Top Deals Announced in the Last 7 Days			
Target	Acquirer	Annc Dt	USD(Mln) Premium
2)Aioi Insurance Co Ltd	Mitsui Sumitomo Insuranc	9/30	4113 8.38
3)GVT Holding SA	Telecomunicacoes de Sao	10/7	3643 17.15
4)Tandberg ASA	Cisco Systems Inc	10/1	2724 17.81
5)Busch Entertainment Corp	Blackstone Group LP	10/7	2300
6)Nissay Dowa General Insu	Mitsui Sumitomo Insuranc	9/30	2133 7.52
7)M & A League Table Search		8)Mergers And Acquisitions Statistics	
YTD Top Financial Advisers		Global M & A Volume	
Adviser	USD Volume (mil)	Period	USD Volume (mil)
Morgan Stanley	411726	10/09	22643
Goldman Sachs	329536	9/09	142470
Citi	286581	8/09	102834
JP Morgan	286267	7/09	95684
BofA ML	224818	6/09	170980
9)Mergers And Acquisition News		10)Top Stories Corporate Finance	
C01 17:20 FPL Group: NextEra Energy Resources to purchase wind projects			
CTX 17:17 U.S. oil giant ConocoPhillips selling assets to improve financia			
BN 17:16 Oracle's Ellison Sees Takeover Opportunities, Rules Out Brocade			
BLG 17:15 Deal Journal: Corus: Cash for Clunkers of Commercial Real Estate			
ECT 17:15 Econ Times (IN): Juicy M&A returns may prove elusive			
Australia 61 2 9777 8600 Brazil 5511 3048 4500 Europe 44 20 7330 7500 Germany 49 69 9204 1210 Hong Kong 852 2977 6000 Japan 81 3 3201 8900 Singapore 65 6212 1000 U.S. 1 212 318 2000 Copyright 2009 Bloomberg Finance L.P. SN 731224 H433-106-1 07-Oct-2009 17:22:36			

Description – DES

Use DES to display financial information about a specific corporate security. Information includes issuance and redemption information, identification numbers, and ratings. DES allows you to quickly view the descriptive details of a corporate security all in one place.

To use, choose a security, and enter **DES <GO>**

<HELP> for explanation. Equity**MA**
 Enter # <Go> for selection.

BLOOMBERG M&A ANALYSIS

1)Mergers And Acquisitions Search		11)Arbitrage Analysis	
Top Deals Announced in the Last 7 Days			
Target	Acquirer	Annc Dt	USD(Mln) Premium
2)Aioi Insurance Co Ltd	Mitsui Sumitomo Insuranc	9/30	4113 8.38
3)GVT Holding SA	Telecomunicacoes de Sao	10/7	3643 17.15
4)Tandberg ASA	Cisco Systems Inc	10/1	2724 17.81
5)Busch Entertainment Corp	Blackstone Group LP	10/7	2300
6)Nissay Dowa General Insu	Mitsui Sumitomo Insuranc	9/30	2133 7.52
7)M & A League Table Search		8)Mergers And Acquisitions Statistics	
YTD Top Financial Advisers		Global M & A Volume	
Adviser	USD Volume (mil)	Period	USD Volume (mil)
Morgan Stanley	411726	10/09	22643
Goldman Sachs	329536	9/09	142470
Citi	286581	8/09	102834
JP Morgan	286267	7/09	95684
BofA ML	224818	6/09	170980
9)Mergers And Acquisition News		10)Top Stories Corporate Finance	
C01 17:20 FPL Group: NextEra Energy Resources to purchase wind projects			
CTX 17:17 U.S. oil giant ConocoPhillips selling assets to improve financia			
BN 17:16 Oracle's Ellison Sees Takeover Opportunities, Rules Out Brocade			
BLG 17:15 Deal Journal: Corus: Cash for Clunkers of Commercial Real Estate			
ECT 17:15 Econ Times (IN): Juicy M&A returns may prove elusive			

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 Japan 81 3 3201 8900 Singapore 65 6212 1000 U.S. 1 212 318 2000 Copyright 2009 Bloomberg Finance L.P.
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Help - <HELP>

If you are ever not sure about anything, always use the help key <HELP>. This key allows you to do several things:

1. If you are looking to find out more about something, for example, futures, simply enter **FUTURES <HELP>**. This brings you to a menu screen. On this screen, you can select how you would like to learn more about futures. For this example, there are 210 FAQs for futures, and 105 definitions. If I was looking to find out what exact is a futures contract, I would enter **2 <GO>** for definitions.

The screenshot shows the EquityHLP interface with a search for 'FUTURES'. The search bar at the top contains 'FUTURES' and 'Bloomberg Help'. Below the search bar, there are two columns of results, each with a 'Matches' column and a 'Category' column. The first column lists 9 items, and the second column lists 18 items. At the bottom of the screen, there is a footer with regional phone numbers and copyright information.

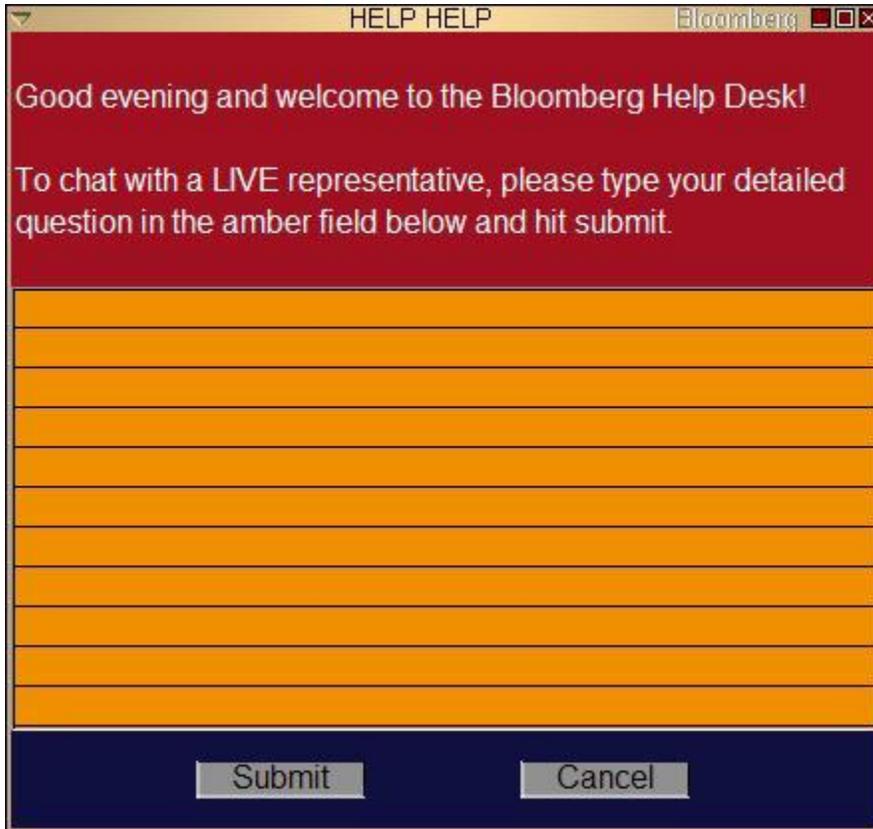
<HELP> for explanation, <MENU> for similar functions. EquityHLP
Select a category or <HELP><HELP> for more assistance.

Search **FUTURES** Bloomberg Help

Matches	Category	Matches	Category
1) 210	FREQUENTLY ASKED QUESTIONS	10) 607	COMPANIES/GOVTS/ORGS
2) 105	DEFINITIONS	11) 2386	FUNDS
3) 350	FUNCTIONS/ANALYTICS/INTERNET	12) 3245	INDICES/STATISTICS
4) 27	NEWS SUBJECTS	13) 17	CURRENCIES
5) 392	DOCUMENTS/MAGAZINE ARTICLES	14)	MUNICIPAL ISSUERS
6) 722	DATA CONTRIBUTORS	15) 2	MORTGAGE ISSUERS
7) 3928	PEOPLE	16) 734	FUTURES AND OPTIONS
8) 8	BRAND NAMES	17) 13662	COMMODITIES/ENERGY
9)	<HELP> Pages	18)	LAW

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2. If there is a specific question that you need to ask, you can always activate the Bloomberg Live Chat program. The Live Chat allows you to speak directly with a Bloomberg Support Staff via an online messenger. To access this, simply hit <HELP> twice.



The image shows a screenshot of a web browser window titled "HELP HELP" with "Bloomberg" in the address bar. The main content area has a dark red background with white text. The text reads: "Good evening and welcome to the Bloomberg Help Desk!" followed by "To chat with a LIVE representative, please type your detailed question in the amber field below and hit submit." Below the text is a large, empty text input field with a light orange/amber background and horizontal lines. At the bottom of the window, there is a dark blue bar containing two buttons: "Submit" and "Cancel".