

Stock Ticker EQUITT <Enter>

1. Company Overview
 - a. Description 10 pages
 - b. Holders
 - c. Company Filings: Find10K, Prospectus etc.
 - d. Event Calendar Find key events, as well as video of meetings
2. Fundamentals
 - a. FA Financial analysis

Note: Use Charts and adjust years or quarters



- b. Relative Valuation
- c.
- d. Earnings Estimates
- e. Analyst's recommendations

3. Company News

KR US \$ ↑ 29.11 +.38 N --x-- Equity **ICN**
 DELAY 16:15 Vol 6,498,554 Op 28.81 T Hi 29.18 T Lo 28.51 P ValTrd 188.287m
 Enter Keyword(s) 95) Options 96) Save/Alert KROGER CO(KR US)
 Sources Your Sources Lang All Relevance High Range --/--/-- 08/08/08 Page 1
 21) Top Picks 22) Topics 23) Companies 24) People 25) Regions

- 1) BN 8/07 Kroger Rated New 'Hold' at Jefferies :KR US
- 2) EDG 8/01 Kroger Co : 4 7/17/2008
- 3) BN 7/31 *UFCW LOCAL 555 FILES UNFAIR LABOR PRACTICE CHARGE VS KROGER CO.
- 4) WE1 7/30 Progressive Grcr: Kroger/Atlanta Offering Coupons Via Mobile
- 5) NS1 7/29 Dayton Bus Jrn: Kroger to offer coupons via mobile phone
- 6) EDG 7/29+ Kroger Co : S-8
- 7) NEL 7/29 FRIEDMAN, BILLINGS, RAMSEY & CO. issues research report (7/25)
- 8) IN1 7/28 Supermarket News: Kroger Tests New HBC Department
- 9) WE1 7/28 Progressive Grcr: Kroger Hit with another E.Coli Lawsuit
- 10) NS1 7/26+ Columbus Disp: Pickerington man sues Kroger over tainted beef
- 11) NS1 7/25 Columbus Disp: Kroger pulls its jalapenos
- 12) BL 7/25 KROGER CO. v. BROWN, 14-06-00510-CV (Tex.App. [14th Dist.] 7-24-
- 13) NS1 7/25+ Fox Toledo: Grocery Chain Kroger Removes Jalapenos
- 14) NS1 7/25 Dayton Bus Jrn: Local Kroger store getting beauty department
- 15) NS1 7/25 Cincinnati Enq: Kroger making big changes in beauty aisle
- 16) NS1 7/24 Ariz Republic: Kroger, Fry's remove jalapeños from stores
- 17) NS1 7/24 Cincinnati Enq: Kroger removes jalapeño peppers
- 18) NS1 7/24 Cincinnati Enq: E. coli case reported not from Kroger
- 19) BL 7/23 BARBO v. KROGER CO. (W.D.Ky. 7-14-2008)
- 20) NS1 7/23 Cincinnati Enq: Kroger pulls jalapenos

Australia 61 2 9777 8600 Brazil 5511 3048 4500 Europe 44 20 7330 7500 Germany 49 69 9204 1210 Hong Kong 852 2377 6000
 Japan 81 3 3201 8900 Singapore 65 6212 1000 U.S. 1 212 318 2000 Copyright 2008 Bloomberg Finance L.P.
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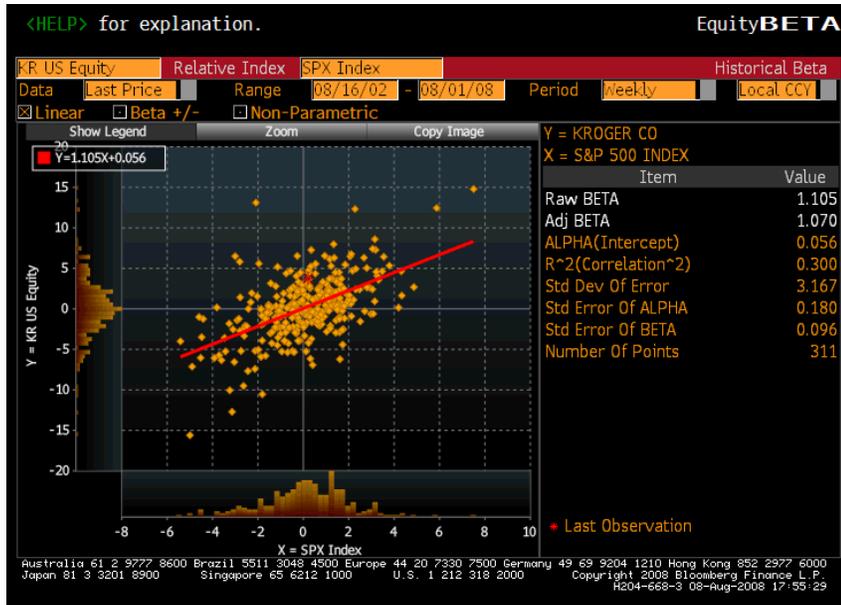
4. Graphs and Tables

- a. GP
- b. Graph showing corporate actions, dividends, debt offerings, etc.



5. Valuation and Risk

- a. GV Graph Volatility
- b. Dividend discounted model: click heading valuation and risk to find model
- c. Credit Profile: Moody's Ratings, etc.
- d. Company Risk: Altman's z score (estimate of probability of default in 2 years)
Class action last 5 years; federal litigation
- e. Beta calculation: regression line; adjusted beta



f. ECCG: Credit Comp Graph: implied volatility; CDS spreads; equity last price



g. Weighted average cost of capita

