



**Superior executions -  
Why leading institutions and  
corporations trade through us.**



**Stuart &  
Frankel & co.**  
Incorporated

**Institutional and Corporate Trading Specialists for over 25 years.**

## Your direct link to the floor of the NYSE.

The most critical ingredient institutional and corporate investors need for effective trading is a "partner" directly on the NYSE floor. A partner who acts quickly,

discretely, knowledgeably and "exclusively" on your behalf.

Stuart Frankel & Co. has provided such services for over 25 years. Your trades go directly to our "Superbooth" on the NYSE floor - with no delays. We respond rapidly - informing you about a security's current trading trends and possible interest by others. "Intelligence" available only on the floor can help enhance your timing and reduce your entry/exit costs. We act as your exclusive "partner" on the floor.

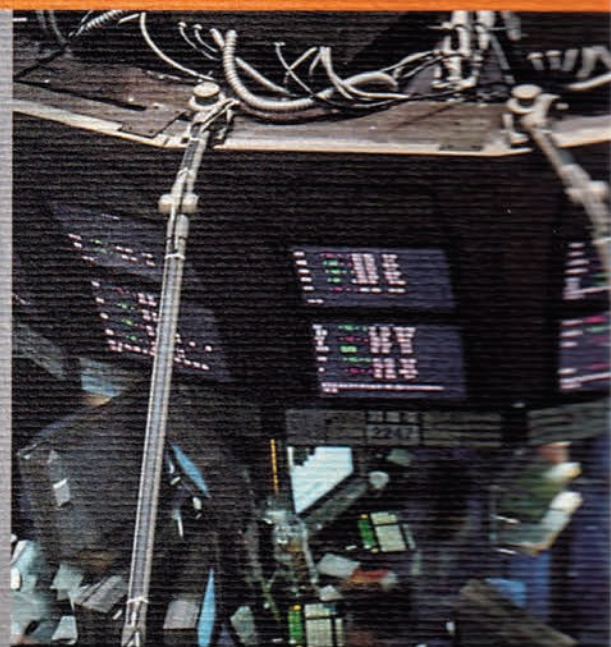
Consider the alternative: Large-dealer brokerage firms typically have multi-level structures (see chart) which can slow trades. Your trades can be slowed even further when

these dealers try to match up buyers and sellers, earning commissions from both sides. During these delays, your impending trade is exposed to many individuals. And any delay in an execution

could be detrimental to your optimal transaction price. Considering your trading volume, is this method effective?

Path of orders placed at large dealer-network:

Path of orders at Stuart Frankel





The world puts its trust in us.

2:35:48

LOCATION	TIME	PRICE
LONDON	7:15am	142.75
ZURICH	8:45am	142.75
MEXICO CITY	11:30am	142.75
AMSTERDAM	1:00pm	142.75
PARIS	2:30pm	142.75
STOCKHOLM	4:15pm	142.75
OSLO	5:00pm	142.75

2:35:48

placed  
& Co.

*Stuart Frankel & Co. is your partner on the Floor of the world's largest exchange - working exclusively on your behalf.*

**At Stuart  
Frankel &  
Co., there is  
only one  
side to every  
trade: your  
side.**

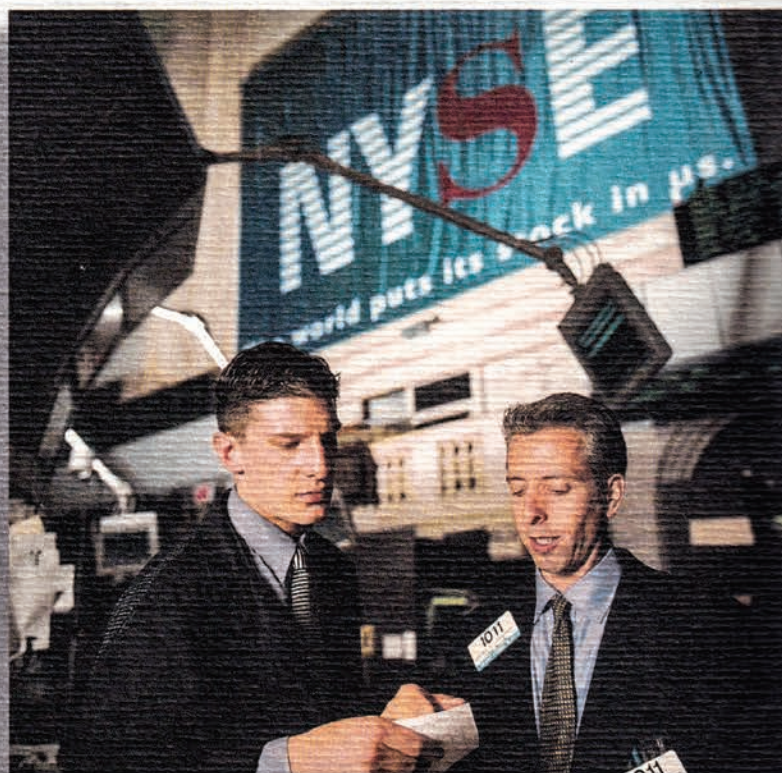
*Our firm was founded on the principle of conflict-free trading.*

- *We do not shop orders - we only work your side of the trade;*
- *We do not execute orders for other brokerage firms (\$2 business);*

- *We work "exclusively" for you on every transaction;*
- *We protect your privacy.*

*A strategy session about discretely accumulating a large block of stock.*

**Stuart Frankel & Co.  
protects client  
confidentiality.**



*We accumulate and liquidate stocks in the auction market quietly and efficiently - preventing any possibility of other market participants taking advantage of your trades prior to successful execution.*

*Our strict confidentiality has consistently helped us execute numerous corporate buyback programs: we recently helped two of the largest Dow Jones industrial companies exceed their goals.*

*We have also been retained to sell large blocks in a manner that does not alert the market. Shopping orders could certainly be counter-productive - which is why we don't do it. We believe privacy for institutional and corporate investors isn't a privilege, it's an economic necessity. For us, it's the only way to do business. This, coupled with our experience, enables us to give our clients outstanding execution performance.*

*Stuart Frankel & Co. floor professionals are shareholders in our company - with no person compensated by any individual account. Your interests are our interests.*



**Privacy and better trade executions  
go hand-in-hand.**

## How Institutions & Corporations benefit from our superior floor broker/client ratio.

*A crucial issue you should consider is: "how many floor brokers per client does each firm have that my organization does business with?" Stuart Frankel & Co.'s ratio per client is better, to our knowledge, than that of any major Wall Street firm! We*

*have 5 members of the NYSE working exclusively for you. This translates into superior one-on-one service, attentiveness and executions in line with every client's trading objectives. For instance, our clients inform us that most brokerage firms take 3-5 minutes to respond with "basic" floor data concerning an order. We supply feedback in under 60 seconds. We will also "work" your orders over the course of the*

*day - if that is what yields the best results. Where other firms simply can't take the time to "micro-manage" orders for their many clients, we welcome the challenge.*

*Stuart Frankel & Co. is committed to fulfilling Institutional and Corporate Investor needs.*



***Excellent relationships with specialists helps facilitate trades.***

***Speedy and accurate executions begin with your call direct to us on the NYSE Floor.***



## **“Superbooth” - a step ahead.**

*Over two-thirds of all companies listed on the NYSE joined within the last 10 years.*

*59 non-US companies joined in one year alone.*

*The average daily volume of trading recently exceeded \$16 billion!*

*With so much growth and so much more to come, a central floor facility staffed by superbly trained professionals is absolutely required in today's fast-changing markets. Large-dealers typically try to determine which of their many booths and which floor trader (if available) at that booth should be used - losing valuable time and continuity.*

*Stuart Frankel & Co. has had what is now called a Floor “Superbooth” for years. This one large central location, with direct lines to*

*customers across the country, together with our execution expertise, excellent “specialist” relations, and superior broker/client ratio, enables us to continuously provide faster, more intelligent, exclusive service.*

*Unlike senior management at Wall Street brokerage firms, who work at offices away from the rapid changes on the NYSE Floor, Stuart Frankel & Co. owners and executives work directly on the Floor - from our Superbooth. We're always in touch.*



**Stuart Frankel & Co.'s Floor experience and professionalism yield consistently superior performance.**



# Stuart Frankel & Co. Institutional & Corporate Trading Specialists since 1973.

*Our company was founded and structured to provide the highest integrity and effective trading for institutional and corporate investors.*

*We realize that you may have commitments with other firms - yet wish to trade through us without upsetting this relationship. To ease order fragmentation concerns, Stuart Frankel & Co. offers clients a 'Step Out' service.*

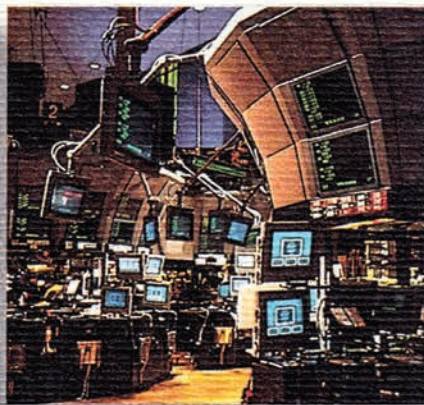
*Call us for a visit to the NYSE Floor. We'll show you the excitement and the service you need. After all, we've been specializing in clients like you for over 25 years.*



*Administration - our "off-the-Floor" support for Stuart Frankel & Co.'s "on-the-Floor" activities.*

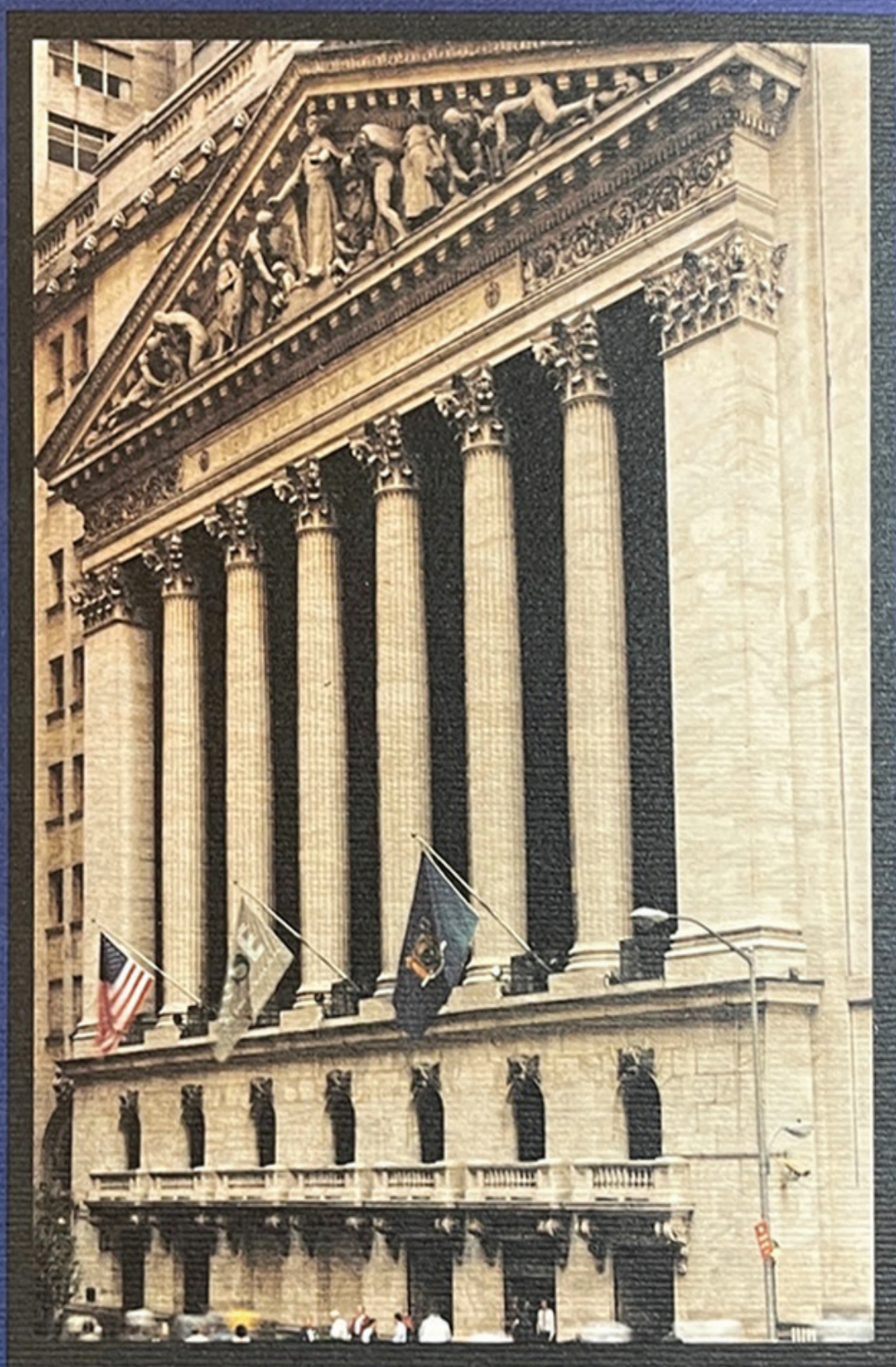


*Our founder, Stuart Frankel.*



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Direct Floor Phones: 800/TWO-NYSE; 212/968-9333



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