



StockPup.com Makes Tools of Fundamental Stock Analysis Accessible to Long-Term Investors

The web site for Graham, Dodd, and Buffett fans launches a public beta

September 21, 2010 – Redwood City, CA – StockPup.com, a web site for long-term stock investors, today announced that it has opened a preview beta version to the public. StockPup provides fundamental stock analysis tools to individual investors who follow the long-term investing philosophies of Warren Buffet, Benjamin Graham, and David Dodd. By making it easy to access tools previously available only to professional analysts, StockPup seeks to empower individual investors to make informed investment decisions based on objective financial data.

"While millions of investors are interested in Buffett-style long-term investing, most individuals do not have the tools and data to analyze stocks in the same way," says Serge Bert, founder of StockPup.com. "Our web site takes care of collecting and analyzing financial data, so that investors can gain deeper understanding of stocks they invest in."

StockPup collects balance sheet, income statement, and cash flow data covering up to 20 years of financial history from documents and XBRL data filed by public companies with the Securities and Exchange Commission. The site uses this information to provide decision making tools that are popular among long-term investors: calculations of returns on equity and assets, trends in long-term shareholder wealth, measures of balance sheet risk, etc. Armed with these analytical tools, investors can avoid market speculation, and instead focus on identifying low-priced stocks of companies with favorable business fundamentals.

The long-term value investing approach was first formulated by Graham and Dodd in their classic texts "The Intelligent Investor" and "Security Analysis." Although this approach to investing had originated in lessons learned during the Great Depression, its followers, including Warren Buffett, have generated superior returns during periods of both economic prosperity and recession, consistently outperforming the market.

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