

Jonathan Ruffalo

From: Jonathan Ruffalo <smidinvesting@gmail.com>
Sent: Friday, October 04, 2013 11:10 AM
To: Jonathan Ruffalo
Subject: Fwd: J's Journal - Using Options as relief when "Holding Fast"

----- Forwarded message -----

From: **Jonathan Ruffalo** <smidinvesting@gmail.com>
Date: Mon, Sep 30, 2013 at 11:37 AM
Subject: J's Journal - Using Options as relief when "Holding Fast"
To:

Been awhile since our last update!
A lot of focus and time has been made in making the next planned update.
Which is looking like it will come out next tuesday the 8th!

Today I was just looking at our last acquisition Ricks and having a bit of a sigh with the -6%
However this is just the nature of the markets and our analysis was for the stock to be at \$11.02 in January '14
anything above that right now is still a bonus, so that should be comforting.

However what I want to draw your attention to in today's mini-update is how we can monitor long term
sentiment in an equity by monitoring options market pricing. I would like to briefly summarize what I have
found in Ricks options pricing this morning. ([HYPERLINK](#)) to options pricing page. Refer below to the Feb
22nd 2014 contracts.

Call contracts remain relatively neutral in all four expirations going into May 17th 2014. Absolutely none of
them lower in price. And most interestingly the Feb 22nd call at \$12.50 has become 7% more expensive. Now
couple this with absolutely no positive gain on any put contracts in the four expiration's. I think we have a good
reason to believe that long term sentiment on this equity is in the positive direction.

In summary, Ricks is going through a bit of heartburn after all the lasagna this fat cat ate at dinner in the past
month. Today's option market pricing is a zantac to relieve the heartburn that's frying up the weak money short
term investor who is pulling out early. Wish them a heartfelt goodbye as they take their mini profit and large
capital gains bill home with them to bed tonight.

I look forward to sharing the next edition with you in a week! take care!

Jonathan

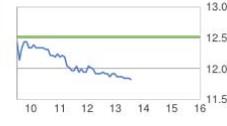
View options by expiration Feb 22, 2014

Layout: **Stacke**

Calls							
Strike	Price	Change	Bid	Ask	Volume	Open Int	
2.50	-	-	9.10	9.80	-	0	
5.00	5.80	0.00	6.60	7.40	-	5	
7.50	3.20	0.00	4.20	4.90	-	23	
10.00	2.85	0.00	2.10	2.75	-	467	
12.50	0.85	+0.05	0.70	0.85	40	1413	
15.00	0.35	0.00	0.25	0.30	-	584	
17.50	-	-	-	0.15	-	0	

Puts							
Strike	Price	Change	Bid	Ask	Volume	Open Int	
2.50	-	-	-	0.10	-	0	
5.00	0.11	0.00	-	0.10	-	25	
7.50	0.05	0.00	-	0.15	-	53	
10.00	0.40	0.00	0.30	0.40	-	351	
12.50	1.40	0.00	0.95	1.70	-	17	
15.00	-	-	2.90	3.50	-	0	
17.50	-	-	3.20	7.50	-	0	

RICK
 11.82 -0.70 (-5.59%) 1:30PM EDT
 Disclaimer



Highlighted options are in the money.

Option data delayed by 15 minutes.