

The Motley Fool

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Looking for a feature that's entertaining, informative and helps your readers make money? Since its 1994 launch on America Online, THE MOTLEY FOOL has become the nation's leading interactive investment guide. Founders David and Tom Gardner take their mission seriously "to inform, to amuse and to help you make money." This mission is what made the brothers and their associates decide to create a special edition of THE MOTLEY FOOL so they could offer their services five days a week.

With this interactive feature, Web sites are able to cater to the rapidly growing interest readers are taking in personal investment today. THE MOTLEY FOOL has come forward to lead this emerging online investment community by delivering a refreshing blend of humor and truth worthy of the Shakespearean roots of its name. Like the fools of Elizabethan days, those jesters who imbedded their message in their folly, THE MOTLEY FOOL entertains us so thoroughly that we hardly realize how much we're learning about personal investing.

feature type
text/interactive

frequency
5x weekly

delivery methods
FTP, Uclick®

target audience
wide appeal, especially
among investors

Feature Highlights

- **Personal Finance Commentary:** Enhances your personal finance IQ with a wealth of wisdom from the Fool.
- **The TMF Take:** Highlights the weekly money news the Foolish way (i.e. the rest of us can understand it).
- **Fool's School:** Provides the answers to your burning financial questions with a daily Q-and-A.
- **Investing Commentary:** Offers an expert's take on a variety of investment and industry topics.
- **2-week Archive:** Missed out on yesterday's highlights? No problem.

About the Creators

David Gardner, a native of Washington, D.C., graduated as a Morehead Scholar from the University of North Carolina at Chapel Hill in 1988. With many ideas and no regrets, he quit his job writing for Louis Rukeyser's Wall Street (the newsletter, not the TV show) in order to found THE MOTLEY FOOL newsletter with his brother, Tom.



Tom Gardner, a native of Washington, D.C., graduated with an honors degree in English and creative writing from Brown University, and has been formally trained in just about everything but finance.

Once these brothers teamed up, there was no turning back. In 1994, Tom and David launched Fool.com, THE MOTLEY FOOL'S wildly popular Web site. THE MOTLEY FOOL has since become an international multimedia company that reaches millions each month as it plays host to a celebrated community of individuals dedicated to helping each other make better financial decisions and improve their overall quality of life.

Offline, David and Tom are the authors of several best-selling books, including "The Motley Fool Investment Guide," "You Have More Than You Think," "The Motley Fool Investment Workbook" and "Rule Breakers, Rule Makers." The Gardners also host "The Motley Fool Radio Show," which airs weekly on more than 145 stations across America.



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