

**August 3, 2015
Market Strategies Newsletter
Sample Issue**



**Balanced Investing Strategies To
Make Money In Up Or Down Markets**

A Publication of Princeton Research, Inc. (www.PrincetonResearch.com)
Contributing Staff: Michael King, Charles Moskowitz

Where To Invest In 2015 Newsletter Covering:

**Where to Invest August 2015
Best Stocks To Buy August 2015
Stock Market Investing Strategies
Stock Options Trade Alerts
Options Trading Strategies
How To Trade Options**

2015 Year To Date Profits \$ 5,777

Over 57% Returns

**2014 Profits = \$ 20,443
Over 204% Returns**

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Charles Moskowitz Discussion

We have one open long position:

SNSS Aug 3.00 Calls

Funds in Use \$ 560

Week 31 was very quiet for us. We had only one trade that resulted in a minor loss of \$102. YTD gains are \$5,777 and we are carrying only one open position that has no value.

Last week I turned decidedly bearish in this space and simply didn't want to be a buyer in the ever narrowing leadership. As it relates to the major indexes I certainly don't wish to fight the Fed or the tape, but so far we have bounced off the important support areas in the S&P500 in early July and last week made a higher low. The Dow broke that 200 day MA in early July and again last week with a lower low and a reflex rally. The Russell pierced the MA but never closed below it, and the Utilities look like they may be trying to make a bottom. Last but not least, the NYSE Composite, probably the broadest of indexes is in a clear 3 month downtrend and can't seem to get above the 200 day MA and stay there. Although it has found support in the 10,600-10,650 areas it looks like it is in danger of a serious rollover.

For these reasons and the fact that it is summer, with lower volume, I am not favorably disposed to be looking for too many trades. I still favor the cyber security stocks (CYBR, FTNT and HACK), and selectively biotech. The one that we are long in the \$100,000 account, GILD had earnings this week and although it is trading @ \$117, it is one of the cheapest plays in the field. We've not played the options since they were very expensive coming into earnings and now I will look at them again since with the numbers already reported the volatility has been diminished.

The other issue is a function of my trading philosophy...I like to define the risks taken. To me, this means that I tend to buy options (and stocks) at or near

important support. This means that I can be "right or I am right out" with a defined risk. While the market continues to make new highs over the past 10 months, we haven't made a significant new high since the 3.5% from the November highs to early December. The market feels tired.
 ...CAM

Market Strategies \$10,000 Trading Account Trade Table

New Trades

- 1) Buy 6 MOS August \$ 42.50 Calls @ \$ 1.05 (or Better)
- 2) Buy 12 HACK August \$ 31 Calls @ \$ 0.40

DATE	TRADES	PRICE	COST	PROCEEDS	RESULTS
07/24	Sold 5 SJM August 110 Calls	0.40		200	225 Loss
07/22	Sold 6 LULU August 60 Puts	0.94		564	54 Gain
07/21	Bought 6 LULU August 60 Puts	0.85	510		
07/20	Bought 5 SJM August 110 Calls	0.85	425		
07/17	Bought 8 SNSS August 3 Calls	0.70	560		

Remember, these trades are based on your participation in the Subscriber Members Only TEXTING SERVICE TO RECEIVE ALL UPDATES.

Previous closed out trades not listed here may be seen in previous market letters in the VIP Subscribers Members Area.

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NOTE: In texting we have a limited amount of words. In the interest of brevity: The Quantity and Strike Price for each trade is specific. 1=January, 2=February Trading is hypothetical. We may trade weekly options and they are noted: SPY 1/25 147 for SPY Jan 25th 147 Calls or Puts.

MARKET LABORATORY – WEEKLY CHANGES

Prices are copied from [Barron's Weekly](#) and [Yahoo Finance](#) and may be incorrect.

Dow 17,689.86 +121.33 +0.69%	Nasdaq 5128.28 +39.65 +0.78	S&P 500 2103.84 +24.19 +1.16%	Transportation 8391.96 +319.39 +3.96%	Russell 2000 1238.68 +12.69 +1.03%	Nasdaq100 4588.91 +31.53 +0.69%
Gold (spot) 1094.90 +9.30 +0.9%	Silver 1474.5 +25.7 +1.8%	Crude 47.12 -1.02 -2.1%	Heating Oil 158.89 -4.89 -3.0%	Unleaded Gas 1.7720 -0.0104 -0.6%	Natural Gas 2.716 -0.059 -2.1%
VIX 12.12 -1.62 -11.8%	Put/Call Ratios S&P 100 136/100's +18100's	Put/Call Ratios CBOE Equity 63/100's -6/100's	Bonds 155-30 +1-11 2.97% -0.25%	10 Yr. Note 127-14 +23 2.27% -14%	Copper 236.25 -1.90 -0.8%
CRB Inflation Index 202.57 -2.47 -1.2%	Barron's* Confidence 77.9 UNCH	S&P100 931.13 +9.92 +1.08%	5 Yr. Note 119-27 +136 1.62% -0.05%	Dollar 97.34 +0.10 +0.1%	DJ Utilities 583.94 +21.20 +3.77%
AAll Confidence Index	Bullish 21.1% -11.4%	Bearish 40.7% +15.1%	Neutral 38.2 -3.7%	M1 Money Supply +4.95% July 20 th	M-2 Money Supply +5.45% July 20 th

* Component Change in the Confidence Index

M1...all money in hands of the public, Time Deposits Traveler's Checks, Demand Deposits

M2.. adds Savings and Money Market Accounts both compared with the previous year.

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Market Strategies Technical Information

Support/Resistance Levels:	<u>SUPPORT</u>	<u>RESISTANCE</u>
S&P 500	2060	2,108
Dow	17,470	17,880
QQQ	110.30	113.50
Transports	8190	8520
NASDAQ	5070	5240

\$100,000 Trading Portfolio Stock Positions and Trades

Each stock is allocated a theoretical \$ 5,000 share of the portfolio unless otherwise indicated.

Stock	Purchase Price	Purchase Date	Stop/Loss	Price/Date Sold	Profit/(Loss)
SNSS 1200	2.95	06/26			
DSX 500	7.05	05/18			
CRM 100	72.90	04/29			
GILD 50	102.73	03/03			
ARRY 500	8.02	02/24			
NAT 300 Sold 200	10.16	02/13		14.40 06/25	\$ 848
NBG 600	1.40	02/17			
BAC. Wts 5,000 lots	0.7411	12/26			
BSBR 500	4.84	12/18			
SAN 600	8.40	12/16			
AA 500	14.21	10/16			
FCX 150	34.99	09/09			
NBG 300	2.95	05/19			
RPTP 200 Sold 200	15.37	01/16		16.09 06/25	\$ 144
NBG 300	4.08	8/12			
TEXQY* 200	6.56	7/11			
REPR* 5000	0.22	10/22/12	.28 sco		

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For those of you who do not buy puts to protect your portfolio, there are many ETF's that are the inverse of the DOW. The symbols are **DOG, DXD, SDS, TZA and RWM**, which go up when the DOW, S&P 500 and Russell 2000 go down and down when they go up. The DZZ goes up double when gold goes down.

Market Strategies \$100,000 Trading Account

New Options Trades

- 1) Buy 12 MOS August \$ 42.50 Calls @ \$ 1.05
- 2) Buy 24 HACK August \$ 31 Calls @ \$ 0.40

There was only one closed long option position; the S&P August 7th 210 Puts bought at \$ 1.07 and then sold at \$ 0.90 for a loss of \$ 204. There were no closed out stock positions.

For the entire week we lost \$ 204.

For the full year to date, we have gains of \$ 17,384

Open position losses increased to \$ 11,086.

The options expire on the third Friday of each Month unless otherwise posted.

The Stock table has the following 17 positions:

AA, ARRY, BAC.B.WS, BSBR, CRM, DSX, FCX, GILD, NAT NBG (3), REPR, RPTP, SAN, SNSS, TEXQY:

The options call for a \$ 2,500 investment unless otherwise stated; each stock position requires \$5,000 unless otherwise mentioned specifically

We are basing money management on a hypothetical

\$ 100,000 and are using a total of \$58, 505 for the 17 open stock positions.

There is one long option position requiring \$ 1,120 totaling \$ 59,625, leaving \$ 40,375 in Cash.

These figures are approximate and there might be errors. We have not counted the dividends received from Apple, JP Morgan, North American Tankers, Santander, Blue Capital Reinsurance and others.

Executions that have occurred at or near the open or close of trading sometimes vary from our actual numbers. For example, when something opens down and it is through our price, we take the next trade whether it is an uptick or continues lower. This sometimes results in a 50% trade that is slightly above or below the exact number...

**Previous Week's Recommendations and
Rules for the Market Strategies
\$100,000 Portfolio Trading Account**

- All options count for about \$ 2,500.00 for model portfolio calculations unless otherwise stated
- When the option has doubled sell half the position
- Stop Loss protection is either half or offered with each trade
- The cost of the option is the asking price (or the price between the bid and ask, whichever is more realistic)
- The options will be followed until closed out.
- Option Symbols are stock symbol with expiration month and strike price

Option	COST	Date	Sold	Date	Profit/(Loss)
LULU August 60	Puts 0.85	07/21/15	0.94	07/22/15	\$ 108
SJM August 110 10 lots	Calls 0.85	07/20/15	0.40	07/24/15	(\$ 450)
SNSS August 3	Calls 0.70				

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This Weeks' Economic Numbers **Earnings Releases and Media Data**

MONDAY	<p>Arkansas Best (ARCB 0.73 vs 0.63) Clorox (CLX 1.37 vs 1.30) Loews Corp (L 0.75 vs 0.79) Noble Energy (NBL 0.06 vs 0.87) Tyson Foods (TSN 0.92 vs 0.75) Diamond Offshore (DO 0.47 vs 0.66)</p> <p>08:30 hrs Personal Income June (0.3% vs 0.5%) Personal Spending (0.2% vs 0.9%) CORE PCE Prices 0.2% vs 0.1%)</p> <p>10:00 hrs ISM Index (53.7 vs 53.5) 10:00 hrs Construction Spending June (0.6% vs 0.8%) 17:00 hrs Auto Sales July (NA vs 5.6 Mln Units) Truck Sales (NA vs 8.0 Mln Units)</p> <p>Allstate (ALL 1.02 vs 1.01) Avis Budget (CAR 0.68 vs 0.68) Delek US Holdings (DKL 1.09 vs 1.16) Tenet Healthcare (THC (0.45 vs 0.17)</p>
TUESDAY	<p>Aetna (AET 1.82 vs 1.49) Beazer Homes (BZH 0.41 vs 0.25) Coach (0.29 vs 0.59) Kellogg (K 0.92 vs 1.02) Martin Marietta (MLM 1.60 vs 1.34) MGM Resorts (MGM 0.10 vs 0.21) Mosaic (MOS 0.90 vs 0.70) Scotts Miracle Grow (SMG 2.55 vs 2.34) Sprint (S -0.05 vs 0.01) Zoetis ZTS 0.38 vs 0.38</p> <p>10:00 hrs Factory Orders June (1.8% vs -1.0%)</p> <p>Alleghany Corp (Y 7.42 vs 9.06) Clayton Williams (CWEI -1.12 vs 0.77) Nabors Industries (NBR -0.09 vs 0.24) Walt Disney (DIS 1.42 vs 1.28)</p>
WEDNESDAY	<p>Avnet (AVT 1.08 vs 1.14) Goodrich Petroleum (GDP -0.29 vs -0.49) Gray television (GTN 0.13 vs 0.03) Holly Frontier (HFC 1.29 vs 0.89) Motorola Solutions (MSI 0.54 vs 0.47) Time Warner (TWX 1.03 vs 0.98)</p> <p>07:00 hrs MBA Mortgage Index 8/01 (NA vs 0.8%) 08:15 hrs ADP Employment Change July (220K vs 237K) 08:30 hrs Trade Balance June (-\$ 42.7Bln vs -\$ 41.9Bln) 10:00 hrs ISM Services July (56.3 vs 56.0) 10:30 hrs Crude Inventories 08/01 (NA vs -4.203 Mln Bbls)</p> <p>Andersons (ANDE 1.02 vs 1.56) Babcock and Wilcox (BWXT 0.52 vs 0.44) Dry Ships (DRYs 0.06 vs -0.01) Jazz Pharma (JAZZ 2.41 vs 2.05) Marathon Oil (MRO -0.23 vs 0.89) Tesla Motors (TSLA -0.59 vs 0.11) Tesoro (TSO 3.94 vs 1.70) Transocean (RIG 0.50 vs 1.61)</p>
THURSDAY	<p>Apache (APA -0.30 vs 1.67) Brinker (EAT 0.95 vs 0.85) Cooper Tire (CTB 0.70 vs 0.59) Duke Energy (DUK 0.99 vs 1.11) Hecla Mining (HL -0.01 vs 0.00) Mylan Labs (MYL 0.91 vs 0.69) Sally Beauty (SBH 0.46 vs 0.43) Teekay Shipping (TK 0.21 vs 0.28) Viacom (VIAB 1.47 vs 1.42) York Water (YORW 0.25)</p> <p>08:30 hrs Initial Claims 08/01 (271K vs 267K) 08:30 hrs Continuing Claims 07/25 (2238K vs 2262K) 10:30 hrs Natural Gas Inventories 08/01 (NA vs 52 bcf) EOG (0.10 vs 1.45) Nu Skin (NUS 0.73 vs 1.13) Zynga (ZNGA -0.02 vs -0.07)</p>
FRIDAY	<p>Enerplus (ERF 0.06 vs 0.20) Groupon (GRPN 0.02 vs 0.01) Hershey Foods (HSY 0.75 vs 0.76) Magnum Hunter (MHR - 0.37 vs -0.09)</p> <p>8:30 hrs Nonfarm Payrolls July (227K vs 223K) Private Payrolls 223K vs 223K) Unemployment Rate July (5.3% vs Same) Hourly Earnings July (0.2% vs 0.0%) Average Workweek (34.5 hrs vs 34.5 hrs)</p> <p>15: 00 hrs Consumer Credit (\$ 17Bln vs \$ 16.1 Bln) Berkshire Hathaway (BRK.B 2,962.61)</p>

Market Strategies Fundamentals

The D J Transportation Index jumped 319.39 points or 3.96% last week leaving all other indexes behind. The S&P 500 gained 24.19 points or 1.16%; the Russell added 12.69 or 1.03%; Nasdaq added 39.65 points or 0.78% while the Dow was up the least just 121.33 or 0.69%.

18 out of the 20 in the Dow Tranny Index catapulted and the expeditors outperformed. CH Robinson Worldwide (CHRW: \$ 70.15) + \$ 5.84 or +9.1%. Expeditors International (\$ 46.87) + \$ 2.61 or +6% ; Federal Express (FDX: \$ 164.11) rose \$ 7.31 or 4.5%. United Parcel Service (UPS: \$ \$ 102.36) + \$ 7.61 or 8%; Avis (CAR: \$ 43.43) + \$ 2.85 or 7%. Matson (MATX: \$ 41.42) + \$ 1.22 + 3.1% operates logistics as well as ocean transportation.

The Freight companies were not far behind. The rails had substantial gains led by both Kansas City Southern (KSU: \$ 99.19) + \$ 6.19 or + 6.7% and Union Pacific (UNP: \$ 97.59) + \$ 4.98 or 5.4%. The truckers were led by J B Hunt (JBHT: \$ 84.12) + \$ 1.90 or 2.3% followed by Landstar Systems (LSTR: \$ 72.03) + \$ 1.54 or 2.1%.CSX (CSX: \$ 31.28) gained just \$ 0.47.

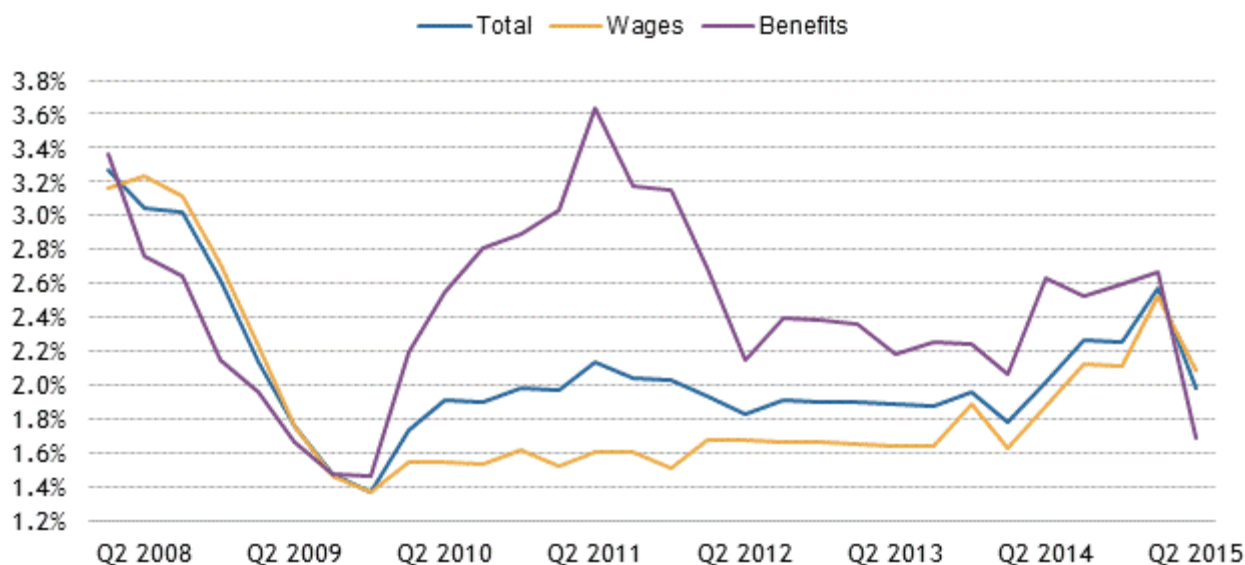
The airlines were led by Southwest (LUV: \$ 36.20) + \$ 1.20) or 3.4%. Alaska Air (ALK: \$ \$ 75.75) + \$ 1.65 or + 1.6%. There were only two losers on the entire board: United Continental (UAL \$ 56.39) - \$ 0.10 and Kirby (KEX: \$ 72.41 - \$ 0.22. The airlines had on average the smallest gains of all the members on the index. However, a non-member of the Transportation Index, Virgin America (VA: \$ 33.34) + \$ 4.61 +16% was the top transportation performer. Virgin made \$ 1.46 for the quarter and beat top line revenues by 5% on \$ 400.90 million. Lower fuel prices benefitted all of them.

Otherwise, a very small number of well-known names benefitted the overall indexes. Amazon (AMZN: \$ 536.15) up \$ 6.73 for the week adding to its \$ 46.41 rally the previous week. Gilead Sciences (GILD: \$ \$ 117.86) + \$ 5 and Walt Disney (DIS: \$ 120) + \$ 1.09 last week, but up consistently, and about \$ 30 a share since February. As a result there is a lack of breadth advancers leading over decliners. However, as you can see from the Market Laboratory there is already an overwhelming group of bears 40.7% to just 21% bullish according to the AAI Confidence Index. As Charles always says; everyone (the bears) can't be right although we are entering the most bearish seasonal historically.

August through September has more often than not been bearish and now the bulls are additionally faced with a Fed Chair intent of raising rates. The bond market charts are challenging all of that. Rates have favored Utilities which led all Dow Industrial groups last week up a not too shabby 3.88%. Industrials in second place were a far behind plus 2.33% and Health Care rose 2.28%. Basic Materials reversed their losing ways up 1.88%. Telecommunications added 1.54%; Consumer Services rose 1.46%; Consumer Goods gained 1.39% and Financials up 0.29%. Technology rose just 0.07%. Oil and Gas were the only negative group off 0.24%.

Market Strategies Economic Data

Employment Costs y/y%



Source: Bureau of Labor Statistics; updated 07/31/15

Briefing.com

The Employment Cost Index rose 0.2% in Q2 2015 after a 0.7% increase in the first quarter. The Briefing.com consensus expected employment costs to rise 0.6%

That was the smallest increase in employment costs since the index was created in 2001. Despite what many consider to be a tightening labor market, employers still have the upper hand when it comes to compensation. There seems to be very little competition to attract employees, which would drive up wages and benefits spending. Year-over-year, employment costs are up only 2.0%, which is in-line with the Fed's inflation target. In other words, real expected compensation growth is flat. The big change from Q1 to Q2 was in bonuses for "sales and related" positions. Benefits growth was very sluggish and was affected by special factors.

The Chicago PMI unexpectedly jumped to 54.7 in July from 49.4 in June. The Briefing.com consensus estimate was only 50.5. The gain ended two consecutive months of contractions. There was a large improvement in production, as the related index increased to 61.8 in July from 49.8 in June. The production gain came on the heels of strengthening growth in the new orders index (58.5 from 51.7)

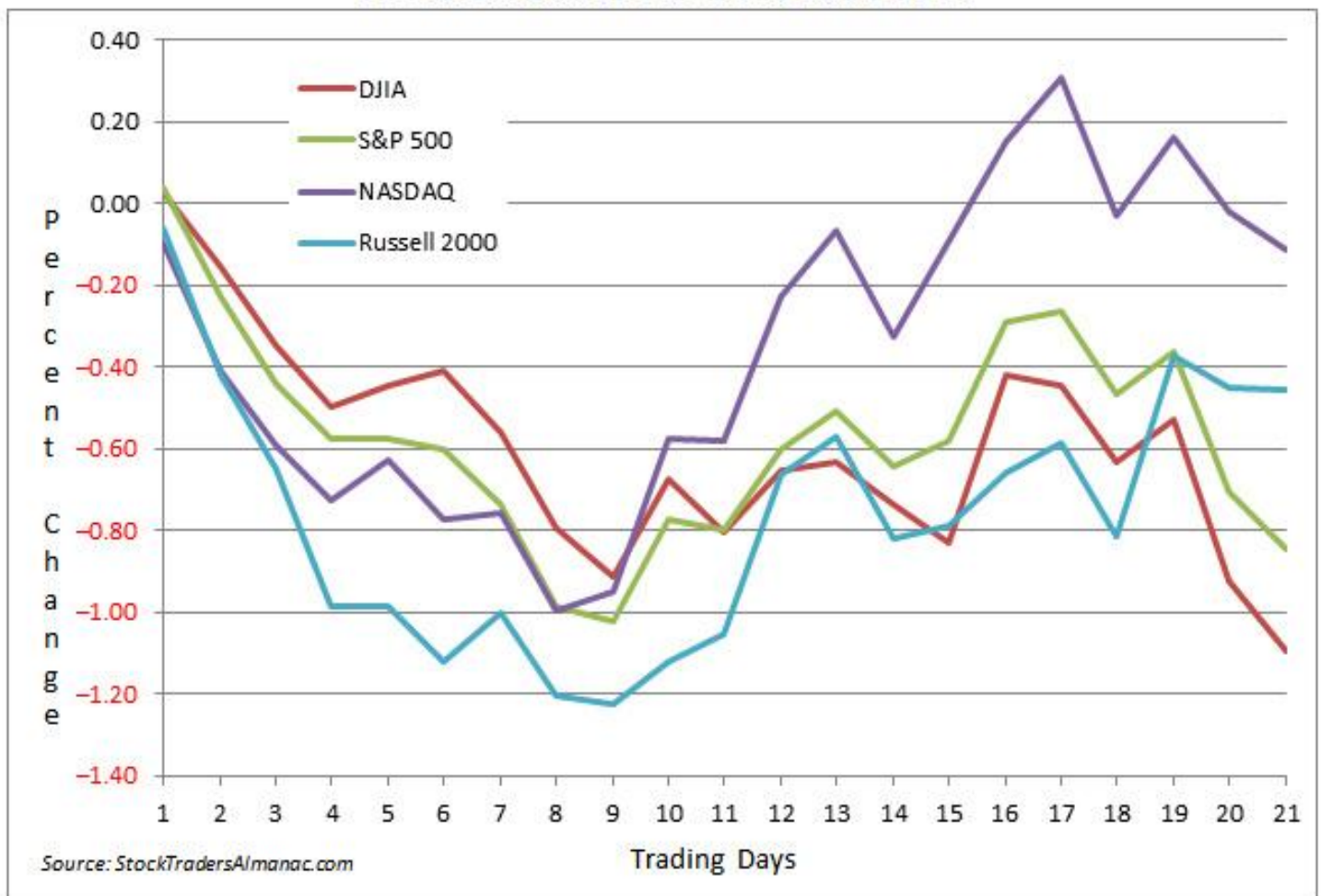
The final estimate for Michigan Consumer Sentiment in July was 93.1, lower than the Briefing.com consensus of 94.0 and the reading of 93.3 from the preliminary report. The index is down from 96.1 in June, which had been the best reading since January. The Expectations Index was revised down from 85.2 in the preliminary reading. Like the Conference Board's Consumer Confidence Index, the drop in sentiment was likely caused by negative economic reports out of Europe which offset positive indicators such as improved labor market conditions and lower gasoline prices.

Market Strategies Cycles

August has been one of the worst performing months. It is the worst DJIA and S&P 500 month from 1988-2014 with average declines of 1.1% and 0.8% respectively. August is also the worst month for NASDAQ (-0.1%) and second worst for Russell 2000 (-0.5%) over the same time period. In pre-election years since 1950, Augusts' rankings improve: #5 DJIA, #6 S&P 500, #8 NASDAQ (since 1971), #8 Russell 1000 and #9 Russell 2000 (since 1979).

The first nine trading days of the month have exhibited weakness while mid-month is strongest. Note the bullish cluster from August 14-19. The end of August tends to get whacked as traders evacuate Wall Street for the summer finale. The last five days have suffered in 13 of the last 19 years with the S&P 500 up only four times on the next to last day in the past 19 years. In the last 19 years, the last five days of August have averaged losses of: Dow Jones Industrials, -1.3%; S&P 500, -1.2%; NASDAQ, -0.9% and Russell 2000, -0.3%.

TYPICAL AUGUST TRADING 1988-2014



AUGUST 2015

Sector Seasonalities: Long = (L); Short = (S)

Start: Biotech (L), High-Tech (L), Semiconductor (S)

In Play: Cyclical (S), Materials (S), Gold & Silver (L), Transports (S), Utilities (L)

Finish: None

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SAT	SUN
3 First Trading Day, Dow Down 12 of Last 18 Construction Spending ISM Index Personal Income/Spending Semiconductor Billings Vehicle Sales	4 Factory Orders	5 Int'l Trade Deficit ISM Non-Mfg. Index	6 Chain Store Sales	7 Consumer Debt ECRI Future Inflation Index Employment Rate	8	9
First Nine Trading Days of August Are Historically Weak August Worst Dow and S&P Month 1988-2014						
10	11 Productivity and Costs Wholesale Trade	12 Treasury Budget	13 Business Inventories Import/Export Prices Retail Sales	14 Industrial Production PPI U Mich Consumer Sentiment	15	16
Average August Gains Last 21 Years:						
Dow: -0.7% Up 9 Down 12 Rank #11		S&P: -0.2% Up 12 Down 9 Rank #10		NAS: 1.1% Up 11 Down 10 Rank #6		
17 Monday of Expiration Week, Dow Up 13 of Last 20 NAHB Housing Mrkt Index	18 Housing Starts	19 CPI FOMC Minutes	20 Existing Home Sales Leading Indicators Philadelphia Fed Survey SEMI Book to Bill Ratio	21 Expiration Day, Bearish Lately Dow Down 4 of Last 5	22	23
Mid-August Stronger Than Beginning and End						
24 Consumer Confidence New Home Sales	25 Durable Goods	26 GDP - Q2 Revised	27 Personal Income/Spending U Mich Consumer Sentiment	28 August's Next-to-Last Trading Day, S&P Down 15 of Last 19	29	30
Week After August Expiration Mixed, Dow Down 6 of Last 10						
31 Agricultural Prices ISM-Chicago	* Tuesdays: Weekly Chain Store Sales & Avg Hourly Earnings * Wednesdays: Oil & Gas Inventories * Thursdays: Weekly Unemployment Report, Weekly Mutual Fund Flows & Weekly Natural Gas Storage Report * Fridays: Weekly Leading Economic Index * <i>Except holidays</i>					
Economic release dates obtained from sources believed to be reliable. All dates subject to change.						
 Bull symbol signifies a favorable day based on the S&P 500 Rising 60% or more of the time on a particular trading day 1994-2014			 Bear symbol signifies an unfavorable day based on the S&P 500 Falling 60% or more of the time on a particular trading day 1994-2014			

Undervalued Small Cap Stocks

International Star (ILST: 0.0003)* International Star is a junior mining Company with claims in the Black Mountains of NW Arizona. Its primary focus is to bring the Van Deeman gold project into production thereby generating cash flow to enable growth and sustainability.

Enzo Biochem (ENZ 3.00) Buy on a dip to below \$ 2.80 or \$ 3.18 x on a rally out of the present trading range. The short position had risen to 2.155 million shares as of June 15.. The company has revenue of about \$ 100 million per year. This pressure has been against the stock since May and now may be ending. I would expect the stock to start to recover to much higher levels. When Ampiprobe is approved the top line revenue should start to show a increase within 3-4 months of approval (product rollout, packaging, etc..). Enzo should be included in the Russell next year if all of this comes to pass. Upside pressure is likely for the stock.

RMS Medical Systems, Inc (REPR 0..335)* . The company is poised for world-wide growth. The Freedom 60 is being marketed in Europe as well as gaining a footing among home-care professionals in America. International sales increased 47.8% first quarter 2015 up from same quarter 2014. U.S. sales were down 10%. Some of the First Quarter Sales were completed in the previous quarter. The RescueVac is used in ambulances and planes for emergency suction.

Immune Therapeutics, Inc. (IMUN 0.20)* Buy now. IMUN is a specialty pharmaceutical company formed by patients funded by patients involved in the manufacturing, distribution and marketing of patented therapies to combat chronic, life-threatening diseases through the activation and modulation of the body's immune system. The Company's technology platform is built on two different immunotherapies, Low Dose Naltrexone (LDN) and Methionine-Enkephalin (MENK). These proprietary technologies exploit the power of the body's own immune system to find and kill diseased cells. We have bought the shares.

Low Dose Naltrexone (LDN) is a proprietary immunotherapy for the treatment of autoimmune diseases, HIV/AIDS, opportunistic infections, cancer and a range of other serious diseases. LDN works by boosting levels of endorphins (peptides produced in the brain and adrenal glands). These natural peptides are also powerful modulators of the immune system. In order for the body to maintain good health and wellness, there is a balance of the immune system between the cellular (Th1) and the humoral (Th2) immune systems. Immune balance is regulated through T-helper cells that produce cytokines. The Th1 lymphocytes help fight pathogens that are within cells like cancer and viruses through activation of interferon-gamma and macrophages. The Th2 lymphocytes target external pathogens like parasites, allergens, toxins through the activation of B-cells

In order for the body to maintain good health and wellness, there is a steady state of balance of the immune system between the cellular and humoral immunity as well as the regulatory T-cells that keep things under control.

When there is an excess of Th1 responses or cellular immunity conditions such as Crohn's disease, Type 1 diabetes mellitus and graft versus host diseases result. When there is over activity of the humoral immune system the body over reacts to allergens or even itself (autoimmunity). And with less cellular surveillance cancer can occur. What the body needs to remain healthy is a balance of the immune system. LDN is a compound that works on the body's natural opioid system to restore immune balance.

OTCQB listed Company FONU2 Inc.(OTCQB: FONU) (FONU: \$ 0.25)

Gov. Nathan Deal announced today that Georgia-lensed feature film and television productions generated an economic impact of more than \$6 billion during fiscal year 2015 (July 1, 2014-June 30, 2015). This was the result of 248 film and television productions that were shot in Georgia during the year. The state's first Marvel production, 'Ant-Man,' is set to open in theaters July 17. Georgia's pro business environment combined with true public private partnership offers has caused Moon River Studios, the largest film studio project in the Country, to locate in Coastal Georgia, just outside of historic Savannah.

FONU is a film studio and social commerce company that is actively developing a 1,560 acre film studio complex in Effingham County, Georgia. The studio operates under the name Moon River Studios, Inc., inspired by Savannah musician Johnny Mercer's song "Moon River" from Breakfast at Tiffany's. The property is approximately twice the size of Central Park, and is located only minutes from downtown Savannah, where projects ranging from Forest Gump to Magic Mike XXL have all been filmed. The Company's recently announced the acquisition of the assets of Applebox productions, a film equipment rental house. This acquisition makes FONU the largest player in Savannah for film equipment, with an expected Fifty to One Hundred Million of film production is expected to take place in Savannah between and year end.

Stocks and ETF's bought over the past few weeks

The heavy black marks indicate execution.

We bought the HDGE @ 11.04. HDGE is the BEAR Financial Services ETF. We were unable to buy Golar. We have changed direction and will try to buy Mosaic.

Please check on the previous weekly market letters if there are questions. We are long in Diana Shipping at 6.60. The Scorpio Tankers were not filled as the market never got to our price. Try to buy a scale down on this move. The tanker shippers like NAT and GLNG have done much better than dry shippers like Diana Shipping. However, DSX had a nice week and you should buy now if not already long now.

We would buy Bank of America and continue to like the banking sector.

We have three new stocks to buy if their price is reached. OSIR, LUV and HOG.

Symbol	Name	Business Description	PE	P/S	MV mln	Price	Buy Limit	Stop Loss Or sold
MOS	Mosaic	Fertilizer	14.6	1.70	15.68B	42.94	42.80	41.90x
OSIR	Osirus Therapeutics	Biotechnology	690	9.06	664M	21.33	18.90	18.50 x
LUV	Southwest Air	Regional Airlines	16	1.15	22.6B	36.2001	33	32.31sco
HOG	Harley Davidson	Consumer Goods	14	1.87	11.6B	58.30	54	52.39sco
ENZ	Enzo Biochem	Life Sciences	NA	1.35	134M	3.00	2.78	2.44x

BAC	Bank of America	Commercial Bank	10	2.02	165.3B	17.88	16.45	15.22x
HDGE	Advisor Shares	Ranger Bear ETF				10.89	11.04 X	10.65X if filled
GLNG	Golar	Liquefied N.G. Hedging	NA	30.39	3.14B	43.07	32.44	30.50
SAN	Santander	Banking world-wide	14	2.34	91.6B	6.81	7.10	6.80
DSX	Diana Shipping	Dry Cargo Shipping	N/A	3.7	611	7.55	6.60	5.90
STNG	Scorpio Tankers	Oil Transportation	26	5.6	1.47B	10.74	7.46 unable	7.48

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When there is no movement in penny stocks, even though there is none or very small losses, we will liquidate (sold AIVN on stop) even though we like the company, if money is needed for better opportunities.

We now believe REPR represents upside opportunity. The Target ADR trades at about \$ 4.50 in U.S. vs 0.05 in Australia. Princeton owns 400,000 Australia shares and about 900 U.S. ADR's.

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CONTACT

Please Direct All Inquiries To:

Mike King
(702) 650-3000
mike@princetonresearch.com

Charles Moskowitz
(781) 826-8882
CAM@MoneyInfo-LLC.com

Princeton Research
3887 Pacific Street,
Las Vegas, Nevada 89121

www.PrincetonResearch.com