



**FOR IMMEDIATE RELEASE:**

**Apple and www.TheOptionsInsider.com Take Iphone Users Inside The Options Market**

***Apple Selects Options Insider Mobile, a new application from www.TheOptionsInsider.com, as a Featured Application for the Iphone***

CHICAGO (August 25, 2008) - - [www.TheOptionsInsider.com](http://www.TheOptionsInsider.com), is pleased to announce that **Options Insider Mobile**, an exciting new web application for the popular Iphone, was recently chosen by Apple as a featured staff selection.

[Options Insider Mobile](#) is a customized web application that takes Iphone users inside the options market with:

- **Breaking Options News:** Get up-to-the-minute options headlines delivered straight to your Iphone or Ipod Touch.
- **Expert Options Articles:** Read the latest articles from The Options Insider's vast network of options experts.
- **Options Insider Radio:** Listen to the latest episodes of Options Insider Radio, one of the most popular options podcasts in the country.
- **Options Discussion Center:** Review the latest options questions, comments and insights from the Options Insider community.

"We are proud that Apple has recognized the innovative design and features of Options Insider Mobile," says www.TheOptionsInsider.com founder Mark S. Longo. "Options Insider Mobile continues our tradition of providing users with cutting-edge technology at no charge. This application will allow us to reach a new audience that doesn't traditionally visit options information websites. By removing another barrier to entry, we have helped expand the options audience and contributed to the overall growth of this marketplace."



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Questions about [www.TheOptionsInsider.com](http://www.TheOptionsInsider.com), **Options Insider Mobile**, Iphone application development & how businesses can use the Iphone to reach new audiences should be forwarded to the media contact listed below.

[www.TheOptionsInsider.com](http://www.TheOptionsInsider.com) is devoted to helping members of the media understand the options market. If you have a pressing options question for an upcoming article, or if you would like more information on the explosive growth of the options market, please feel free to contact us. [www.TheOptionsInsider.com](http://www.TheOptionsInsider.com) has access to a large network of options experts. If we can't provide you with an immediate answer, we'll put you in touch with an expert who can.

For additional information, please visit [www.TheOptionsInsider.com](http://www.TheOptionsInsider.com).

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