GETTING STARTED

Press the <HELP> key twice for instant live assistance.

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NAVIGATE THE BLOOMBERG PROFESSIONAL® SERVICE

The Bloomberg keyboard has been color-coded for ease-of-use.

**RED keys are STOP keys**
- **CONN** DFLT: Press once to LOG-IN to the system. Press once to LOG-OUT of the system.
- **CANCEL**: Equivalent to the traditional ‘Escape’ button. Press <CANCEL> and enter 1 <GO> for Global Customer Support Numbers.
- **PANEL**: Leverage all four BLOOMBERG PROFESSIONAL service windows. Press <PANEL> to rotate between the windows.

**YELLOW keys correspond to MARKET SECTORS**
- **EQUITY** GO: Press any of the yellow keys for a main menu for that specific sector; e.g. <EQUITY> <GO> will bring you to a complete menu of equity-related news, data and analytics.

**GREEN keys are ACTION keys**
- The <GO> key is equivalent to the ‘Enter’ key on a traditional keyboard and is essential to activate each function. Simply press it after you enter a command.
- The <MENU> key is essential in the navigation process. This is equivalent to the ‘Back’ key to return you to the previous screen.
- Press <PAGE FWD/BACK> to access the next/previous screen.
- Keyword Search: enter a keyword at the top of the BLOOMBERG PROFESSIONAL service screen and press <HELP> to search our entire database of information.
- Press <HELP> once for more detailed information on the function you are viewing. Press <HELP> twice to interact with the Bloomberg Help Desk, 24 hours a day, seven days a week.
- **HDSK** <GO> to access your previously-sent Help Desk queries and answers.
FINDING INFORMATION AND KEYWORD SEARCHES

Autocomplete
The Autocomplete feature helps you find information faster by displaying a list of the most-relevant securities, functions, and more as you begin typing. The example below shows functions and securities that match ‘EA’.

To enable Autocomplete type **PDF <GO>**, select ‘Workstation Defaults’ and select ‘Autocomplete Settings’. Choose ‘Auto’.

<HELP> key
The <HELP> key is an additional method used to find information on the BLOOMBERG PROFESSIONAL service. At the top of the screen, type a keyword(s) associated with your subject of interest, followed by the <HELP> key.

Here are some examples:
1. **Brand Name Search**
   Lipitor <HELP>
   Select # 8, ‘Brand Names’ to display matching brands for Lipitor.

2. **Market Sector Search**
   High Yield <HELP>
   Select from any of the categories presented, News, Funds, etc.

The Global Help Desk: 24/7
The Bloomberg Help Desk is available 24 hours a day, seven days a week and provides immediate assistance to our customers worldwide. The INSTANT BLOOMBERG® communication platform allows any Bloomberg user to send an enquiry to the Help Desk and receive a response in real time.

Press the <HELP> key twice to open a “LIVE HELP” chat window. In the orange box type your query and press <GO> to send.
Gain broad market perspective with these suggested functions. Many of these screens are customizable so that you can change the parameters to suit your needs.

**MAIN**<FUNCTION> Menus for market sectors, customer support, and more.

**TOP**<FUNCTION> Display today’s top business and general news headlines.

**READ**<FUNCTION> Most-read news stories.

**N**<FUNCTION> The main news menu.

**ECO**<FUNCTION> Display a calendar of economic releases.

**IM**<FUNCTION> Display a menu of treasury/money-market and international bond monitors.

**WEI**<FUNCTION> Monitor world Equity indices.

**WB**<FUNCTION> Monitor world Government bonds.

**FXIP**<FUNCTION> Foreign Exchange Information Platform.

**IRSM**<FUNCTION> Interest Rate and Credit Derivatives

**EVTS**<FUNCTION> Display events and earnings announcement calendar.

**MOST**<FUNCTION> Monitor the most active stocks.

**IBQ**<FUNCTION> More than 65 industry overviews.

**EQS**<FUNCTION> Scan the Bloomberg Equity universe to find companies that match your selected criteria.

**BLP**<FUNCTION> BLOOMBERG LAUNCHPAD™, The ultimate, customizable desktop display.

If you are already familiar with the ticker of the security, enter:

**TICKER**<YELLOW KEY>** FUNCTION**<GO> to bring you to that function.

An Equity example: **MRK**<EQUITY>** DES**<GO>
A Bond example: **MRK 5.125 11**<CORP>** DES**<GO>

**DES**<GO> Descriptive page including a snapshot of fundamental data and management information.

**BQ**<GO> Display price, trade, earnings, relative value data on a single screen.

**CN**<GO> Display all Company News.

**G**<GO> Create customized graphs.

**GPO**<GO> Graph historical prices and moving averages.

**RELS**<GO> Related Securities – The capital structure.

**CRPR**<GO> Credit Profile – Current and historical credit ratings for an issuer.

**RV**<GO> Relative Value – Perform customized peer group analysis.

**ISSD**<GO> Display issuer information, capital structure and cash flow breakdown.

**AGGD**<GO> Aggregated Debt – Institutional exposure to corporate debt.

**COMP**<GO> Comparative returns for your chosen security to its benchmark index and its industry group.

**EQUITY SPECIFIC**

**ANR**<GO> Displays analyst recommendations.

**EE**<GO> Display earnings estimates menu.

**BOND SPECIFIC**

**YAS**<GO> Yield and Spread Analysis.

**ALLQ**<GO> A liquidity platform of price and yield quotes from contributed sources.
COMMUNICATION

**MSGM** <GO>
The main message menu which outlines the function codes needed to send a message, retrieve incoming messages, set up message defaults, and more.

**Shortcuts and FAQs**

**MSG JOHN BROWN** or **MSG jbrown@aol.com** <GO>
Enter persons name to send a message to them as a Bloomberg user or enter a traditional email address (i.e. non-Bloomberg user).

**MSG1 FROM JOHN BROWN** <GO>
View all messages received from a specific user.

**MSG4 TO JOHN BROWN** <GO>
View all messages sent to a specific user.

**IB JOHN BROWN** <GO>
Chat in real time via INSTANT BLOOMBERG.

**MSG1 FROM INTERNET** <GO>
View all messages received from Internet addresses.

**MSG4 TO INTERNET** <GO>
View all messages sent to Internet addresses.

**MSG1 UNREAD** <GO>
View all unread incoming messages.

**MSG4 UNREAD** <GO>
View all unread outgoing messages.

**SPDL** <GO>
Create and maintain a speed-dial list that serves as your address book of contacts. Store information for each user, including job title, company and address.

**GRAB** <GO>
Send a single BLOOMBERG PROFESSIONAL service screen shot as a message attachment.

TIPS, TRICKS AND FUN

Need to find a good restaurant? Want to check out the weather or view a flight schedule? In addition to the best business and financial data, use Bloomberg as a resource for all your personal and lifestyle information requirements.

**FAVE** <GO>
Bookmark your favorite functions and securities for quick and easy access. The ‘favorites’ button is part of the gray toolbar at the top of your screen.

**BERRY** <GO>
Access the BLOOMBERG PROFESSIONAL service on your BlackBerry®.

**MUSE** <GO>
Arts and culture.

**DINE** <GO>
Restaurant search and reviews.

**POSIX** <GO>
Classified adverts.

**BSP** <GO>
Bloomberg sports menu.

**FLY** <GO>
Flight schedules.

**WEAT** <GO>
Regional weather forecasts.

**EASY** <GO>
Ease-of-use tips and shortcuts.

**JOBS** <GO>
Bloomberg career center.

**PEOP** <GO>
People search.

**BBXL** <GO>
Bloomberg data and calculations in Microsoft® Excel – download sample spreadsheets.

**PSET** <GO>
Printer settings.

**EXCH** <GO>
Real-time exchanges and request form.

**HDSK** <GO>
Historical archive of all your Help Desk enquiries and corresponding answers.
CUSTOMER SUPPORT

The outstanding level of customer and product support provided by Bloomberg will ensure you are always up-to-date with the latest features and benefiting from the full value of the BLOOMBERG PROFESSIONAL service. The following options are available for your use:

**BREP <GO>**
Display the name of your Bloomberg Account Representative.

**BU <GO>**
BLOOMBERG UNIVERSITY® is your gateway to a variety of Bloomberg training resources to help you better navigate the BLOOMBERG PROFESSIONAL service. View on-line cheatsheets, register to attend Bloomberg seminars and events, or read about new functions and enhancements.

**CERT <GO>**
The Product Certification program allows you to participate in well-structured classes to improve your knowledge and proficiency of Bloomberg, optimize your job performance, and differentiate yourself from your peers.

**WRAP <GO>**
Bloomberg’s quarterly newsletter of new products, functionality and enhancements by market sector.

**<HELP> <HELP>**
Contact the LIVE 24/7 Global Help Desk to send enquiries and receive help in real time.