**Data Acquisition and News Evaluation**

Neutral but sad articles – “JPMorgan Employee Falls to Death From Building Roof in Hong Kong”, Gemalto Drops as Visa Backs Rival Mobile Payment Systems

Neutral but happy – “Goldman Says Export Rise Slims Rate Cut Odds: Israel Markets” article about economic improvement in Isreal as indicated by Goldman

Neutral and happy – “Comerica Adds Ex-JPMorgan Executive Malone for Securities” nothing to do with JP Morgan but overall positive

Neutral and Neutral – “JPMorgan, Goldman, 16 Other Firms to End Analyst Previews”

“headlines don’t say it all” - Coca-Cola Names Waller Finance Chief as Fayard Retires – article also details information about the decline of coca-cola.

Articles positive for a company sad for the other

Neutral – advice to buy/sell