

## **Midnight Trader Introduces the New Extended-Hours 'Event Window' Search Tool**

*MidnightTrader.com has launched the Event Window, a new search service that trawls through years of equity and event-specific extended-hours news and price reaction history to assist the equity trader and investor in making better decisions.*

Washington, D.C. ([PRWeb](#)) July 27, 2007 -- Midnight Trader's recently launched Event Window service gives equity market traders and fund managers access to an invaluable and proprietary archive of historical event driven extended-hours US equity news and price reaction data.

A study of historical after hours and pre-market stock and event (earnings, analyst upgrades/downgrades, mergers, etc.) specific reaction data found that the most successful approach to stocks react to news was to use history as a guide. Nearly 80% of the time a stock's reaction to news can be predicted by its historical reactions to similar news in the past.

"A very large part of predicting what the market and individual stocks will do in the future involves knowing what they did in the past, in similar situations and with similar triggers," says Brooks McFeely of Midnight Trader. "Event Window gives investors the opportunity to learn from history and arms them with the confidence and knowledge to understand the market better."

Event Window is a web-based search and custom report generator, allowing users streamlined access to years of equity and event specific extended-hours news and price reaction history. This unique tool (powered by Midnight Trader's proprietary database) allows professional market data platform and site users to more accurately forecast and determine how a stock is likely to react in the future to regular and specific events (such as earnings, analyst upgrades & downgrades, FDA announcements, trading halts, mergers and acquisitions, etc.) based on how it has reacted to similar news in the past.

Equipped with a wealth of historical extended-hours price reaction data and news not available anywhere else, equity market participants have access to a valuable and unique price- and trend-indicative tool, providing a important advantage in making better investment decisions. The Event Window application is an alternative and/or additive search tool that can be used with standard news search applications.

"Despite what most investors have been told, we've come to recognize for a fact that history repeats itself," says McFeely. "With Event Window, the next time history repeats itself in the markets, you'll be ready."

This service is available to individual subscribers through [www.midnighttrader.com/free\\_trial.php](http://www.midnighttrader.com/free_trial.php). Web sites, retail brokers and market data platforms for redistribution.

About Midnight Trader, Inc.

Midnight Trader, Inc. is the premier source of real time pre-market and after-hours US equity trading analysis, news and information. Midnight Trader's extended-hours analytical trading services empower both active retail and institutional equity traders by providing unique real-time and historical information services necessary to



make the most informed and opportunistic investment decisions before the open and after the close each day. Widely recognized in the press and with over 100 institutions and thousands of individual users as customers, Midnight Trader is the leader in pre- and post-market trading support and information. For more information, please visit [http://www.midnighttrader.com/free\\_trial.php](http://www.midnighttrader.com/free_trial.php).

###



### **Contact Information**

**Keith Lanigan**

Midnight Trader

<http://www.midnighttrader.com>

888-559-0073

### **Online Web 2.0 Version**

You can read the online version of this press release [here](#).