Stock Alert Program Satisfies Need for Speed

by NewsUSA

Online investing continues to be popular among consumers, due in part to the fact that it meets most Americans' requirements - it's fast, easy and convenient.

In fact, according to research conducted by business research firm JupiterResearch, online trading households are expected to grow from 17.3 million in 2005 to 22 million by 2010.

With so many companies competing for a piece of that pie, it can be difficult at best for consumers to navigate the ever-changing landscape of online investing.

For many, the hardest part is not making that initial stock purchase, but investigating the best (and worst) buys.

So, where does one start?

Fortunately, with the advent of the Internet, consumers are only a keystroke away from a plethora of information on the good, the bad and the awful. The downside? Users can be so overwhelmed by the amount of data that the task of researching stocks can be daunting.

One company is helping Internet investors by making it easier for them to get only the news and stock alerts they want.

Centale Inc. (OTC BB: CNTL), based in Fort Lauderdale, Fla., is building a "real time" comprehensive news and stock alert application that is keyword-programmable called "Market Fragger." Forbes.com will be the first to implement this service.

The system will allow users to customize financial news by inputting their own search criteria. The information from the search is then delivered directly to the investor's desktop on both PC and Macintosh. Centale also plans to release a wireless application version.

This capability can potentially allow the investor to spend less time searching and more time making smart investing decisions.

Forbes.com has approximately 8 million to 10 million visitors per month.

While there is no doubt that computerized trading can be faster, cheaper and more convenient than going through a traditional brokerage house, it's important to research your options to determine what's best for you and your portfolio.

To learn more about Centale's custom-branded software solutions, visit www.centale.com or call (800) 677-5707.