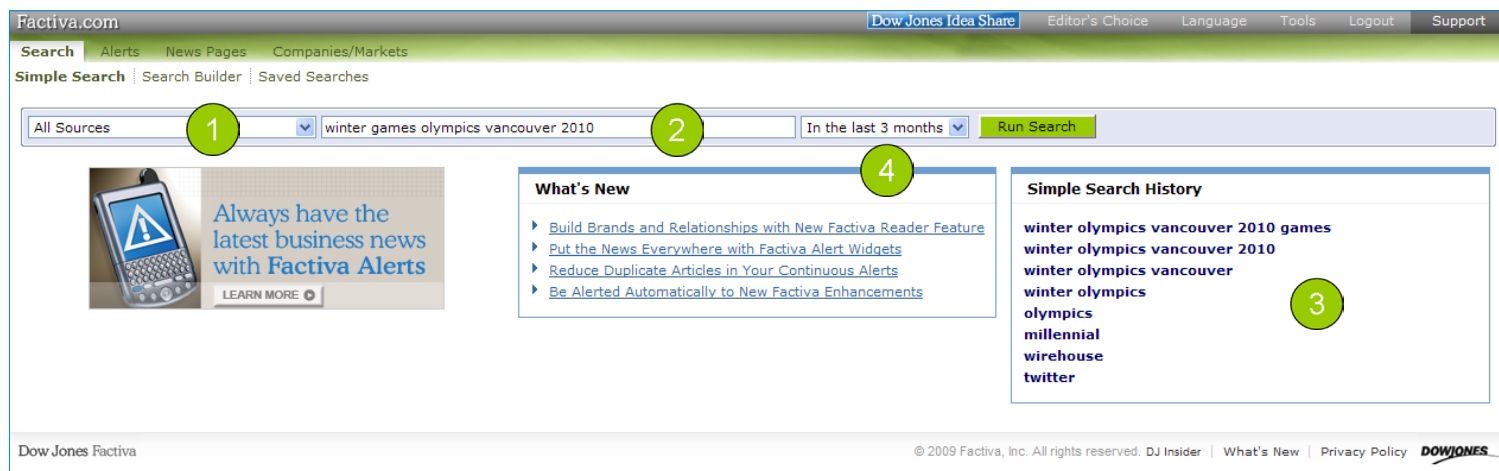


Simple Search offers a straightforward approach to searching, allowing you to target by source or date for high-quality relevant results.



Focus Your Search by Sources 1 Key Word Searching 2

Use the drop-down menu to focus your search to a specific content type, a Factiva source group, one of your personal source lists, or a Group Source List created by your Administrator.

Use the simplicity of free web searching to retrieve targeted headlines.

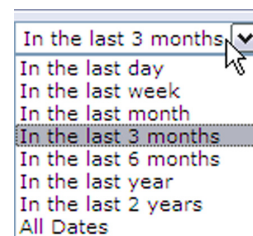
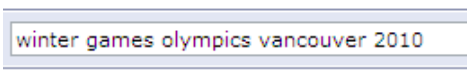
Enter a few keywords related to your topic and click Run Search.

Simple Search History 3

Your last 10 searches will be saved automatically. With just one click, instantly run the search again for the latest results.

Select a Date Range 4

Expand or narrow your date range using the options in the drop-down menu. You can search news as recent as today, or the full 50+ year Factiva archive.



Tip: For guided assistance in building complex searches, use the Search Form Tab.

The screenshot shows the Factiva Simple Search interface. At the top, there's a search bar with the query 'winter games olympics vancouver 2010' and a 'Run Search' button. Below the search bar, there are tabs for 'All Sources', 'Alerts', 'News Pages', and 'Companies/Markets'. The main content area shows search results for 'Publications' with a 'Discovery Pane' on the left. The Discovery Pane includes a 'Date' chart, 'Companies' list, 'Executives' list, and 'Industries' list. The main results list shows headlines with checkboxes for selection. Callouts 1 through 5 point to the Discovery Pane, Post Processing icons, Content Types, Persistent Search Box, and Save As an Alert button respectively.

Discovery Pane 1

More than just pretty pictures, the Discovery Pane provides immediate analysis of your search results using charts and graphs. Go beyond the analysis and use Discovery to filter and target your results.

Date: A timeline breakdown of the number of articles matching your search.

News Clusters: Commonly found news themes in the first 100 articles, listed in decreasing order.

Companies: Ten most mentioned companies.

Executives: Ten most mentioned executives.

Subjects: Ten most common subjects.

Industries: Ten most mentioned industries.

Sources: Ten most common publications.

Keywords: Most mentioned keywords or phrases in the first 100 articles.

Post Processing 2

Display your selected headlines.

E-mail selected headlines in a variety of formats.

Formats selected headlines for printing in a new browser window.

Formats selected headlines for saving in a new browser window.

Store and share headlines organized by topic or project.

RTF Export selected headlines or articles to your word processor.

PDF Export selected headlines or articles to Adobe® Reader® for a presentation-ready format.

XML Use this format to republish content to other communication tools.

Build and disseminate newsletters on-the-fly in multiple formats to share with your audience.

Content Types 3

Read, listen, or view results as you evaluate headlines collectively in the All tab, or by each content type -- Publications, Web News, Pictures, and Multimedia.

Persistent Search Box 4

Modify your source selection, keywords, or date selection from the results page.

Save As an Alert 5

Instantly monitor your subject going forward by clicking Save as an Alert. You can create up to 25 Simple Search Alerts.

