

Versus



Super Bowl Sunday is upon us. You know, the festive non-holiday where Americans (as well as foreigners) crowd around the TV for 6 hours while stuffing their faces with food and drink. To put it in perspective, more



guacamole is sold on Super Bowl Sunday than Cinco de Mayo and more people call in sick the following day than any other Monday. Last year, more than 140 Million people tuned in. It's unequivocally the biggest TV day of the year.

To many, the outcome of the game is secondary, as greater interest lies outside the field of play. The battle for favorite TV commercial is as competitive as the quest for the Lombardi trophy itself. Smart money always puts Anheuser Busch among the perennial favorites. *Godaddy.com* is certain to turn heads again this year. The going rate for a 30 second spot is \$2.6 Million. It's a ton of money, but then again, this is a captive audience. Major brands always struggle with whether it's worth the cost to advertise on this platform. The problem is, can they afford to allow their chief competitor to showcase while they sit at home?

There is a theory that the **winner of the Super Bowl will foretell the future of the Stock Market for the rest of the year.** For those that indulge in prophecy, the Super Bowl Theory holds that a victory by an NFC team or an original (pre-1970 merger) NFL team --the Browns, Colts, or Steelers-- point to a bullish market. An AFC victory signals a bearish drop in the market. The Super Bowl Theory has accurately forecasted the stock market 32 times.

Though the theory has failed 2 of the last 3 years, it has proved 32 of the 40 correct. With the **Colts** and **Bears** in the Super Bowl this year, the theory guarantees a positive year for Wall Street again this year, by a technicality, or so goes the theory.

Happy Super Bowl weekend. Go Stock market!

By: Mike Frazier

	February 2, 2007	December 29, 2006	Percentage of Change
DOW JONES	12,666	12,463	+1.6%
S&P 500	1,448	1,418	+2.1%
NASDAQ	2,475	2,415	+2.48%
10-year Bond YIELD	4.82%	4.71%	+2.5%*

*When yield goes up, prices go down