



## The Star-Ledger

### **Biz Buzz: Gift's not exactly fun, but it might be entertaining**

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When Yiorgos Aretos was 13, his aunt gave him a gift he'll never forget.

Instead of a bicycle or a toy, she gave him 15 shares of Walt Disney.

Yiorgos, now 31, is founder of theTMPGroup.com, a Chicago stock research firm. Parents and grandparents, he said, can teach kids valuable lessons about the real world by giving them company stocks this holiday season instead of another toy.

The trick is to give recognizable stocks that are actively traded, so children will not lose interest as they follow their movement. Here are his stock picks for young people:

- Microsoft: Kids are familiar with Xbox 360 video game terminals and the Windows operating system.
- Yahoo: Many children have e-mail accounts with the Web portal.
- Mattel: Is there a kid who doesn't know Barbie and Ken?
- Amazon.com: Students buy textbooks from the Web retailer, which takes the fear out of shopping online.
- Walt Disney: Mickey Mouse is a staple of early childhood, and Disney's Pixar division has taken animation to another level.

-- Joseph R. Perone

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