

INVESTOOLS INC  
Form 4  
June 15, 2007

**FORM 4**

UNITED STATES SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549

OMB APPROVAL

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Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

**STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES**

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
Simmonds Ainslie

(Last) (First) (Middle)  
13947 SOUTH MINUTEMAN DRIVE  
(Street)

DRAPER, UT 84020

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol  
INVESTOOLS INC [SWIM]

3. Date of Earliest Transaction (Month/Day/Year)  
06/15/2007

4. If Amendment, Date Original Filed(Month/Day/Year)

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

\_\_\_\_ Director \_\_\_\_\_ 10% Owner  
 Officer (give title below) \_\_\_\_\_ Other (specify below)  
Chief Mktg & Dev Officer

6. Individual or Joint/Group Filing(Check Applicable Line)  
 Form filed by One Reporting Person  
\_\_\_\_ Form filed by More than One Reporting Person

**Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned**

| 1. Title of Security (Instr. 3) | 2. Transaction Date (Month/Day/Year) | 2A. Deemed Execution Date, if any (Month/Day/Year) | 3. Transaction Code (Instr. 8) | 4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5) | (A) or (D) | 5. Amount or Price | 6. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4) | 7. Nature of Ownership (Instr. 4) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|------------|--------------------|---|-----------------------------------|
| Common Stock                    | 06/15/2007                           |  | M                              | 25,000  | A          | \$ 5.14            | 40,000  | D                                 |
| Common Stock                    | 06/15/2007                           |  | S                              | 3,000   | D          | \$ 10.32           | 37,000  | D                                 |
| Common Stock                    | 06/15/2007                           |  | S                              | 668   | D          | \$ 10.25           | 36,332  | D                                 |
| Common Stock                    | 06/15/2007                           |  | S                              | 2,332   | D          | \$ 10.23           | 34,000  | D                                 |
| Common Stock                    | 06/15/2007                           |  | S                              | 4,000   | D          | \$ 10.24           | 30,000  | D                                 |

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|              |            |   |        |   |          |        |   |
|--------------|------------|---|--------|---|----------|--------|---|
| Common Stock | 06/15/2007 | S | 3,001  | D | \$ 10.3  | 26,999 | D |
| Common Stock | 06/15/2007 | S | 11,999 | D | \$ 10.26 | 15,000 | D |

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

**Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.**

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(9-02)

**Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned**  
(e.g., puts, calls, warrants, options, convertible securities)

| 1. Title of Derivative Security (Instr. 3) | 2. Conversion or Exercise Price of Derivative Security | 3. Transaction Date (Month/Day/Year) | 3A. Deemed Execution Date, if any (Month/Day/Year) | 4. Transaction Code (Instr. 8) | 5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5) | 6. Date Exercisable and Expiration Date (Month/Day/Year) | 7. Title and Amount of Underlying Securities (Instr. 3 and 4) | Amount or Number of Shares |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|----------------------------|
| Stock Option                               | \$ 5.14  | 06/15/2007                           |  | M                              | 25,000  | 12/08/2006 <sup>(2)</sup> 12/07/2015                     | Common Stock  | 25,000                     |
| Stock Option                               | \$ 13.79   |                                      |  |                                |   | 01/04/2008 <sup>(2)</sup> 01/04/2017                     | Common Stock  | 15,000                     |

## Reporting Owners

| Reporting Owner Name / Address                                      | Relationships |           |                          |       |
|---|---------------|-----------|--------------------------|-------|
|   | Director      | 10% Owner | Officer                  | Other |
| Simmonds Ainslie<br>13947 SOUTH MINUTEMAN DRIVE<br>DRAPER, UT 84020 |               |           | Chief Mktg & Dev Officer |       |

## Signatures

/s/ AINSLIE  
SIMMONDS 06/15/2007

\*\*Signature of Reporting Person Date

## Explanation of Responses:

\* If the form is filed by more than one reporting person, *see* Instruction 4(b)(v).

\*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations. *See* 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

(1) Granted and approved by the Board of Directors.

(2) Cumulatively vests for 25% of the shares ratably over four years, beginning on year from the date of grant.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.

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