

INVESTOOLS INC  
Form 4/A  
September 24, 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 \*  
HELBLING PAUL A

(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)  
09/20/2007

4. If Amendment, Date Original Filed(Month/Day/Year)  
09/21/2007

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

\_\_\_ Director \_\_\_ 10% Owner  
\_X\_ Officer (give title below) \_\_\_ Other (specify below)  
Sr. VP & Chief Admin. Off.

6. Individual or Joint/Group Filing(Check Applicable Line)  
\_X\_ 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)	5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Ownership (Instr. 4)
			Code	V	Amount (A) or Price (D)		
Common Stock	09/20/2007		S		500 <sup>(1)</sup> D \$ 12.11	250,034	D
Common Stock	09/20/2007		S		200 <sup>(1)</sup> D \$ 12.12	249,834	D
Common Stock	09/20/2007		S		400 <sup>(1)</sup> D \$ 12.15	249,434	D
Common Stock	09/20/2007		S		200 <sup>(1)</sup> D \$ 12.16	249,234	D
Common Stock	09/20/2007		S		600 <sup>(1)</sup> D \$ 12.17	248,634	D

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Common Stock	09/20/2007	S	554 <u>(1)</u>	D	\$ 12.18	248,080	D
Common Stock	09/20/2007	S	100 <u>(1)</u>	D	\$ 12.21	247,980	D
Common Stock	09/20/2007	S	146 <u>(1)</u>	D	\$ 12.22	247,834	D
Common Stock	09/20/2007	S	100 <u>(1)</u>	D	\$ 12.27	247,734	D
Common Stock	09/20/2007	S	1,200 <u>(1)</u>	D	\$ 12.47	246,534	D

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

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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)	8. Price of Derivative Security (Instr. 5)	9. Number of Derivative Securities Owned Beneficially (Instr. 5)
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## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
HELBLING PAUL A 13947 SOUTH MINUTEMAN DRIVE DRAPER, UT 84020			Sr. VP & Chief Admin. Off.	

## Signatures

/s/PAUL A. HELBLING  
09/24/2007

\_\_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).

This Form 4/A is being filed to amend the reporting person's Form 4 filed 9/21/07 to correct the inadvertent omission that the sales reported were effected pursuant to a 10b5-1 trading plan adopted by the reporting person and to correct that the sales were made in at multiple prices instead of one average price. The transactions listed supersede the transaction listed in the Form 4 filed 9/21/07.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.