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CNNfn market movers



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Investors are still online mavens, AMD looks chipper and Newbridge builds gain

NEW YORK (CNNfn) - Investors were again panning for Internet gold Wednesday, as some of the lesser-known players in the sector got more attention - sending their stocks to the day's list of market movers.

The biggest standout was [Books-A-Million \(BAMM\)](#), soaring 7-13/16 to 12-3/16, more than 178 percent and shooting as high as 16-1/2 after the book vendor said that it had launched a "newly enhanced" web site.

Net book-selling kingpin [Amazon.com \(AMZN\)](#) dropped 8-1/4 to 206-1/4, and [Barnes & Noble \(BKS\)](#) rose 1/8 to 28-1/2.

Several online auctioneers and "e-tailers" soared as the holiday shopping season nears.

[Onsale \(ONSL\)](#) shot up for a second day, climbing 11-1/8 to 55 after the online auction company said Tuesday it will create a holiday shopping store on its site to let consumers make immediate purchases. The stock rocketed 14-7/8 Tuesday.

Rival [eBay \(EBAY\)](#) rose 2-7/16 to 199-1/4.

Also climbing were online PC software and hardware vendors [Egghead.com \(EGGS\)](#), up 2-3/8 to 20-5/8 after rising 4-3/8 on Tuesday, and [Cyberian Outpost \(COOL\)](#) pulled back from early highs, up 13/16 to 38-7/16.

On the downside among online software vendors were [Beyond.com \(BYND\)](#), once known as software.net, losing 1-1/4 to 25-1/8 and [CNET \(CNWK\)](#), off 2-5/8 to 55-1/2.

Electronics and general merchandise vendor [Cybershop International \(CYSP\)](#) was up 2-1/4 to 18-1/16.

Internet advertisers gained as well, led by [24/7 Media \(TFSM\)](#) rising 4-5/8 to 23-1/4 [TMP Worldwide \(TMPW\)](#), up 5-3/4 to 29-3/4 and [DoubleClick \(DCLK\)](#) up 2 to 42-1/2.

Elsewhere, [SportsLine USA \(SPLN\)](#) was up 3-1/8 to 18-1/2, [CyberCash \(CYCH\)](#), a provider of secure-payment systems for the Internet, rose 3-15/16 to 16-1/16, and browser maker [Spyglass \(SPYG\)](#) gained 2-9/16 to 21-9/16.

New broker views move a few

Outside of the Net world, but still in hi-tech, [Advanced Micro Devices \(AMD\)](#) rose 3-3/8 to 29 after Merrill Lynch raised its rating on the chip maker to an "attractive" from a "neutral" rating.

[Newbridge Networks \(NN\)](#) shot up 4-1/8 to 29-1/4 after the Toronto-based network and telecommunications services provider late Tuesday posted a drop in profit in its second quarter, but still matched analyst expectations.

The company Wednesday announced a new contract to build a broadband network for China Post.

Merrill Lynch upgraded the stock to "accumulate" from a "near-

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term neutral."

A day after getting rolled into a deal to merge online titan America Online (AOL) and Netscape Communications (NSCP), Java software maker Sun Microsystems (SUNW) rose 1-11/16 to 74-5/8.

That came after Merrill Lynch upped its 12-month price target to \$86 from \$80 on the stock. And AOL rose 5/8 to 92 after Lehman Brothers raised its price target on that stock from \$75 a share to \$110. ■

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