

BrandLoyalties.com Special Commentary

11/15/2012: Have Consumers Already Abandoned the Brands of an Equity You Hold? The Answer for Over 500 Stocks in the Table Below ..

(Web page version is [here](#))

On a daily basis we track whether consumers on the web are flocking to or abandoning the brand names owned by over 500 widely traded equities -- many of which may already be in portfolios that you manage. The large table below lists the equities in the [BrandLoyalties.com](#) tracked universe and the relative strength of their brand names (as of the end of October 2012). The equities are listed in symbol order in the table below, along with the percentile ranking of their customer's loyalty relative to their peers (with lower percentile rankings = higher brand loyalty) and the recent historical correlation between those rankings and the equity's price movement. The more extreme rankings are highlighted in color for your convenience, with green/blue representing improving loyalties or correlations, and red/yellow designating weakening loyalties or correlations.

(For more information on our technology-based methodologies you may [view a video](#), [download a PDF brochure](#) or visit our [Frequently Asked Questions \(FAQ\) page](#) on our web site)

Does consumer loyalty to brand names matter? It certainly does during earnings season. Even a simple minded long-only strategy using just a basic [BrandLoyalties.com](#) stock selection screen significantly outperforms the S&P 500 and the S&P Consumer Discretionary Index:

Portfolio Contents	Average Annual ROI	ROI Improvement	ROI Standard Deviation	Positive ROI Confidence
S&P 500	3.0%	--	21.0%	55.7%
S&P Consumer Discretionary Universe	9.2%	+6.2%	36.4%	60.0%
Best 20% Ranked In BrandLoyalties Universe	19.0%	+16.0%	35.3%	70.5%
Best 10% Ranked In BrandLoyalties Universe	26.0%	+23.0%	43.5%	72.5%

(Above results from Monte Carlo simulations of over 1,400 "investment years" since January 2006.)

The large table below also contains links (by clicking on the symbols) to charts and tables containing the BrandLoyalties.com ranking of each equity over the prior 60 market days, along with how the correlation between that equity's percentile ranking and its market price movement changed over that same time period:

October 31, 2012 BrandLoyalties.com Equity Screen

Symbol	Equity	Percentile⁽¹⁾	Correlation⁽²⁾
AAP	ADVANCE AUTO PARTS, INC.	83.4%	-0.48
AAPL	APPLE INC.	15.5%	-0.45
ABT	ABBOTT LABORATORIES	63.4%	0.04
ACAT	ARCTIC CAT INC.	36.2%	0.69
ACN	ACCENTURE PLC.	93.6%	-0.04
ADBE	ADOBE SYSTEMS INC.	53.0%	-0.47
ADP	AUTOMATIC DATA PROCESSING	24.7%	0.11
ADS	ADIDAS AG	67.6%	-0.37
ADSK	AUTODESK, INC.	55.2%	0.13
AEO	AMERICAN EAGLE OUTFITTERS, INC.	69.3%	-0.54
AET	AETNA INC.	15.9%	-0.61
AF	ASTORIA FINANCIAL CORPORATION	78.8%	-0.42

<u>AFCE</u>	AFC ENTERPRISES, INC.	53.6%	-0.29
<u>AFL</u>	AFLAC INCORPORATED	88.8%	0.46
<u>AGN</u>	ALLERGAN, INC.	47.2%	-0.04
<u>AGP</u>	AMERIGROUP CORPORATION	15.0%	--
<u>AIG</u>	AMERICAN INTERNATIONAL GROUP, INC.	95.1%	0.21
<u>AIZ</u>	ASSURANT, INC.	53.2%	-0.09
<u>AKAM</u>	AKAMAI TECHNOLOGIES INC.	44.8%	0.54
<u>ALK</u>	ALASKA AIR GROUP, INC.	23.0%	0.29
<u>ALL</u>	THE ALLSTATE CORPORATION	28.3%	0.47
<u>AMD</u>	ADVANCED MICRO DEVICES, INC.	77.3%	0.12
<u>AMGN</u>	AMGEN INC.	86.1%	-0.51
<u>AMP</u>	AMERIPRISE FINANCIAL INC.	30.3%	-0.60
<u>AMR</u>	AMR CORPORATION	34.7%	-0.33
<u>AMTD</u>	TD AMERITRADE HOLDING CORPORATION	70.0%	0.03
<u>AMZN</u>	AMAZON.COM, INC.	41.7%	-0.22
<u>AN</u>	AUTONATION INC.	62.7%	-0.46
<u>ANF</u>	ABERCROMBIE & FITCH CO.	4.0%	-0.56
<u>ANN</u>	ANNTAYLOR STORES CORP.	95.6%	0.38

<u>AOS</u>	AO SMITH CORP.	48.1%	--
<u>APOL</u>	APOLLO GROUP INC.	38.4%	-0.72
<u>APP</u>	AMERICAN APPAREL INC.	8.4%	-0.34
<u>ASBC</u>	ASSOCIATED BANC-CORP	26.5%	0.46
<u>ASCA</u>	AMERISTAR CASINOS INC.	82.6%	-0.42
<u>ASNA</u>	ASCENA RETAIL GROUP, INC.	54.5%	-0.03
<u>AVP</u>	AVON PRODUCTS	57.8%	0.67
<u>AWI</u>	ARMSTRONG WORLD INDUSTRIES, INC.	0.2%	-0.76
<u>AXP</u>	AMERICAN EXPRESS COMPANY	30.5%	-0.22
<u>AZO</u>	AUTOZONE, INC.	20.8%	0.08
<u>BAC</u>	BANK OF AMERICA CORPORATION	8.0%	-0.39
<u>BAGL</u>	EINSTEIN NOAH RESTAURANT GROUP, INC.	97.8%	0.40
<u>BAMM</u>	BOOKS-A-MILLION, INC.	9.5%	0.32
<u>BBBY</u>	BED BATH & BEYOND, INC.	31.8%	0.48
<u>BBW</u>	BUILD-A-BEAR WORKSHOP, INC.	36.7%	-0.25
<u>BBY</u>	BEST BUY CO., INC.	81.0%	0.05
<u>BC</u>	BRUNSWICK CORPORATION	59.8%	0.03
<u>BEBE</u>	BEBE STORES, INC.	45.3%	0.72

<u>BEN</u>	FRANKLIN RESOURCES INC.	63.3%	--
<u>BF-B</u>	BROWN FORMAN	40.0%	0.36
<u>BFLY</u>	BLUEFLY, INC.	69.5%	-0.63
<u>BGFV</u>	BIG 5 SPORTING GOODS CORP.	18.5%	-0.08
<u>BH</u>	BIGLARI HOLDINGS INC.	26.3%	--
<u>BIDU</u>	BAIDU, INC.	79.2%	-0.04
<u>BIG</u>	BIG LOTS, INC.	56.5%	-0.59
<u>BIIB</u>	BIOGEN IDEC INC	36.6%	--
<u>BJRI</u>	BJ'S RESTAURANTS, INC.	11.5%	-0.39
<u>BK</u>	THE BANK OF NEW YORK MELLON CORP.	70.6%	--
<u>BKS</u>	BARNES & NOBLE, INC.	88.3%	0.42
<u>BLK</u>	BLACKROCK, INC.	47.0%	0.35
<u>BMY</u>	BRISTOL-MYERS SQUIBB COMPANY	69.1%	0.03
<u>BNS</u>	BANK OF NOVA SCOTIA (THE)	37.7%	0.30
<u>BOBE</u>	BOB EVANS FARMS, INC.	9.3%	0.53
<u>BODY</u>	BODY CENTRAL CORP.	85.2%	-0.82
<u>BOH</u>	BANK OF HAWAII CORPORATION	34.9%	--
<u>BOKF</u>	BOK FINANCIAL CORPORATION	91.2%	-0.20

<u>BONT</u>	THE BON-TON STORES, INC.	44.4%	-0.06
<u>BRCM</u>	BROADCOM CORP.	65.4%	-0.45
<u>BRK-A</u>	BERKSHIRE HATHAWAY INC.	13.2%	-0.57
<u>BSET</u>	BASSETT FURNITURE INDUSTRIES INC.	6.6%	--
<u>BUD</u>	ANHEUSER-BUSCH INBEV	91.4%	-0.31
<u>BWLD</u>	BUFFALO WILD WINGS	75.7%	0.29
<u>BWS</u>	BROWN SHOE COMPANY, INC.	1.8%	-0.64
<u>BX</u>	THE BLACKSTONE GROUP	35.6%	0.68
<u>BXS</u>	BANCORPSOUTH, INC.	42.4%	--
<u>C</u>	CITIGROUP, INC.	88.7%	0.03
<u>CAB</u>	CABELA'S, INC.	55.8%	0.62
<u>CACH</u>	CACHE, INC.	62.2%	0.69
<u>CAG</u>	CONAGRA FOODS INC.	0.7%	-0.78
<u>CAH</u>	CARDINAL HEALTH INC.	71.1%	-0.33
<u>CAJ</u>	CANON INC.	61.2%	-0.69
<u>CAKE</u>	THE CHEESECAKE FACTORY	57.2%	0.01
<u>CALL</u>	MAGICJACK VOCALTEC LTD.	29.6%	0.71
<u>CAR</u>	AVIS BUDGET GROUP, INC.	9.1%	-0.30
<u>CB</u>		11.3%	-0.61

	THE CHUBB CORPORATION		
<u>CBK</u>	CHRISTOPHER & BANKS CORP.	98.7%	--
<u>CBOU</u>	CARIBOU COFFEE	70.7%	-0.41
<u>CBRL</u>	CRACKER BARREL OLD COUNTRY STORE, INC.	33.1%	-0.27
<u>CBS</u>	CBS CORP.	52.8%	0.73
<u>CBSH</u>	COMMERCE BANCSHARES INC.	16.6%	-0.10
<u>CBU</u>	COMMUNITY BANK SYSTEM, INC.	53.9%	0.54
<u>CCL</u>	CARNIVAL CORPORATION	66.0%	-0.06
<u>CELG</u>	CELGENE CORPORATION	25.2%	0.34
<u>CHCO</u>	CITY HOLDING COMPANY	8.8%	-0.68
<u>CHH</u>	CHOICE HOTELS INTERNATIONAL INC.	58.0%	-0.57
<u>CHS</u>	CHICO S FAS, INC.	66.4%	0.04
<u>CI</u>	CIGNA CORPORATION	49.5%	0.56
<u>CKEC</u>	CARMIKE CINEMAS INC.	25.4%	-0.38
<u>CL</u>	COLGATE-PALMOLIVE	92.7%	0.31
<u>CLWR</u>	CLEARWIRE CORPORATION	30.7%	0.09
<u>CLX</u>	CLOROX CO.	79.5%	-0.31
<u>CMCSA</u>	COMCAST CORPORATION	31.3%	-0.10

<u>CMG</u>	CHIPOTLE MEXICAN GRILL, INC.	82.1%	0.09
<u>CMRG</u>	CASUAL MALE RETAIL GROUP, INC.	78.4%	-0.58
<u>CNI</u>	CANADIAN NATIONAL RAILWAY COMPANY	43.7%	0.39
<u>CNK</u>	CINEMARK HOLDINGS, INC.	22.1%	-0.08
<u>COF</u>	CAPITAL ONE FINANCIAL CORP.	93.8%	0.02
<u>COH</u>	COACH	28.9%	0.69
<u>CONN</u>	CONN'S, INC.	81.4%	0.77
<u>COSI</u>	COSI, INC.	52.3%	-0.26
<u>COST</u>	COSTCO WHOLESALE CORP.	60.7%	0.41
<u>COV</u>	COVIDIEN PLC.	7.3%	-0.45
<u>CPB</u>	CAMPBELL SOUP	54.3%	0.25
<u>CPRT</u>	COPART, INC.	16.1%	-0.04
<u>CRI</u>	CARTER'S, INC.	1.3%	0.56
<u>CRM</u>	SALESFORCE.COM	4.8%	-0.24
<u>CROX</u>	CROCS, INC.	72.4%	0.16
<u>CSH</u>	CASH AMERICA INTERNATIONAL, INC.	66.2%	--
<u>CSTR</u>	COINSTAR, INC.	32.0%	0.40
<u>CTL</u>	CENTURYLINK, INC.	100.0%	0.27
<u>CTRN</u>	CITI TRENDS, INC.	19.9%	--
<u>CTXS</u>	CITRIX SYSTEMS	68.4%	0.06

<u>CVC</u>	CABLEVISION SYSTEMS CORPORATION	99.1%	0.40
<u>CVS</u>	CVS CAREMARK CORP.	55.9%	-0.76
<u>CWTR</u>	COLDWATER CREEK, INC.	69.8%	0.14
<u>CYN</u>	CITY NATIONAL CORPORATION	2.9%	-0.23
<u>DAL</u>	DELTA AIR LINES INC.	63.1%	-0.15
<u>DAVE</u>	FAMOUS DAVE'S OF AMERICA, INC.	8.6%	0.74
<u>DB</u>	DEUTSCHE BANK AG	35.8%	0.04
<u>DDS</u>	DILLARD'S, INC.	25.6%	0.17
<u>DE</u>	DEERE & COMPANY	51.9%	0.08
<u>DECK</u>	DECKERS OUTDOOR	91.6%	-0.45
<u>DEG</u>	DELHAIZE GROUP (ADR)	17.9%	-0.19
<u>DELL</u>	DELL, INC.	58.5%	0.89
<u>DENN</u>	DENNY'S CORPORATION	32.2%	-0.02
<u>DEO</u>	DIAGEO	91.8%	0.18
<u>DEST</u>	DESTINATION MATERNITY CORP.	90.5%	0.34
<u>DFS</u>	DISCOVER FINANCIAL SERVICES	83.5%	0.37
<u>DG</u>	DOLLAR GENERAL CORP.	50.3%	0.71
<u>DGX</u>	QUEST DIAGNOSTICS	20.5%	0.38
<u>DHI</u>	D.R. HORTON, INC.	45.5%	-0.55

<u>DIN</u>	DINEEQUITY, INC.	64.4%	0.04
<u>DIS</u>	THE WALT DISNEY COMPANY	93.2%	-0.27
<u>DISCA</u>	DISCOVERY COMMUNICATIONS	2.4%	-0.68
<u>DISH</u>	DISH NETWORK CORP.	89.4%	0.12
<u>DKS</u>	DICK S SPORTING GOODS, INC.	12.4%	0.26
<u>DLIA</u>	DELIA*S, INC.	46.3%	0.15
<u>DLTR</u>	DOLLAR TREE, INC.	75.9%	-0.45
<u>DOVR</u>	DOVER SADDLERY, INC.	67.8%	--
<u>DOW</u>	DOW CHEMICAL COMPANY (THE)	64.0%	-0.31
<u>DPS</u>	DR PEPPER SNAPPLE GROUP, INC.	81.9%	-0.03
<u>DPZ</u>	DOMINO'S PIZZA	98.0%	-0.18
<u>DRI</u>	DARDEN RESTAURANTS, INC.	48.8%	-0.70
<u>DSW</u>	DSW INC.	35.1%	-0.62
<u>DTG</u>	DOLLAR THRIFTY AUTOMOTIVE GROUP INC.	41.5%	-0.17
<u>DTV</u>	DIRECTV	94.7%	-0.13
<u>DUCK</u>	DUCKWALL ALCO STORES, INC.	23.8%	-0.17
<u>DV</u>	DEVRY, INC.	32.7%	-0.69
<u>DVA</u>	DAVITA INC.	81.5%	-0.25
<u>EAT</u>		43.0%	-0.13

	BRINKER INTERNATIONAL, INC.		
EBAY	EBAY INC.	39.5%	-0.56
EFX	EQUIFAX INC.	31.6%	-0.19
EK	EASTMAN KODAK CO.	83.2%	-0.29
EL	ESTEE LAUDER	95.2%	0.63
EMC	EMC CORPORATION	28.0%	0.63
EMR	EMERSON ELECTRIC COMPANY	64.5%	--
ERTS	ELECTRONIC ARTS	74.2%	-0.17
ESRX	EXPRESS SCRIPTS, INC.	48.3%	0.82
ETFC	E*TRADE FINANCIAL CORPORATION	18.6%	0.25
ETH	ETHAN ALLEN INTERIORS INC.	54.8%	-0.61
EXPE	EXPEDIA, INC.	49.9%	-0.89
EXPR	EXPRESS, INC.	47.7%	-0.39
EXR	EXTRA SPACE STORAGE	22.7%	--
EZPW	EZCORP, INC.	46.4%	--
F	FORD MOTOR CO.	3.3%	0.21
FAST	FASTENAL CO.	49.7%	-0.34
FBN	FURNITURE BRANDS INTERNATIONAL INC.	23.6%	0.59
FCF	FIRST COMMONWEALTH FINANCIAL CORP.	14.4%	--

<u>FDO</u>	FAMILY DOLLAR STORES, INC.	39.1%	-0.24
<u>FDX</u>	FEDEX CORPORATION	6.9%	0.01
<u>FFBC</u>	FIRST FINANCIAL BANCORP.	71.8%	0.13
<u>FINL</u>	THE FINISH LINE, INC.	16.3%	-0.69
<u>FITB</u>	FIFTH THIRD BANCORP	52.1%	0.66
<u>FL</u>	FOOT LOCKER, INC.	83.0%	-0.36
<u>FLIR</u>	FLIR SYSTEMS	53.4%	--
<u>FLWS</u>	1-800-FLOWERS.COM, INC.	38.2%	-0.12
<u>FMBI</u>	FIRST MIDWEST BANCORP INC.	85.7%	--
<u>FNB</u>	F.N.B. CORPORATION	42.6%	0.47
<u>FNFG</u>	FIRST NIAGARA FINANCIAL GROUP INC.	68.9%	0.81
<u>FOSL</u>	FOSSIL	51.0%	-0.06
<u>FRED</u>	FRED'S, INC.	58.9%	0.24
<u>FRP</u>	FAIRPOINT COMMUNICATIONS, INC.	39.9%	-0.39
<u>FRS</u>	FRISCH'S RESTAURANTS, INC.	90.9%	-0.03
<u>FTR</u>	FRONTIER COMMUNICATIONS CORPORATION	88.1%	0.32
<u>FULT</u>	FULTON FINANCIAL CORP.	14.6%	--
<u>FUN</u>	CEDAR FAIR LP	17.6%	0.23

<u>GCI</u>	GANNETT CO.	96.0%	-0.05
<u>GCO</u>	GENESCO, INC.	26.9%	0.02
<u>GE</u>	GENERAL ELECTRIC CO.	35.3%	0.26
<u>GES</u>	GUESS ?, INC.	73.1%	-0.39
<u>GILD</u>	GILEAD SCIENCES, INC.	43.1%	0.52
<u>GIS</u>	GENERAL MILLS	74.4%	0.03
<u>GM</u>	GENERAL MOTORS COMPANY	39.7%	0.15
<u>GMAN</u>	GORDMANS STORES, INC.	10.2%	0.36
<u>GME</u>	GAMESTOP CORP.	37.3%	-0.21
<u>GNC</u>	GNC HOLDINGS INC.	79.9%	0.22
<u>GNW</u>	GENWORTH FINANCIAL INC.	76.8%	-0.09
<u>GOOG</u>	GOOGLE INC.	54.7%	-0.21
<u>GPC</u>	GENUINE PARTS COMPANY	90.3%	0.05
<u>GPS</u>	THE GAP, INC.	31.4%	-0.77
<u>GRMN</u>	GARMIN LTD.	89.0%	-0.15
<u>GT</u>	GOODYEAR TIRE & RUBBER	47.5%	0.08
<u>GTIM</u>	GOOD TIMES RESTAURANTS INC.	38.0%	0.60
<u>H</u>	HYATT HOTELS CORPORATION	58.7%	0.12
<u>HANS</u>	HANSEN NATURAL CORPORATION	8.2%	--

<u>HAR</u>	HARMAN INTERNATIONAL INDUSTRIES INC.	80.4%	0.05
<u>HAS</u>	HASBRO INC.	35.5%	-0.39
<u>HAST</u>	HASTINGS ENTERTAINMENT, INC.	88.5%	0.00
<u>HBAN</u>	HUNTINGTON BANCSHARES INC.	3.1%	0.33
<u>HD</u>	THE HOME DEPOT, INC.	15.4%	-0.12
<u>HGG</u>	HHGREGG, INC.	9.0%	--
<u>HIT</u>	HITACHI LTD.	49.4%	0.50
<u>HMC</u>	HONDA MOTOR CO., LTD.	74.6%	-0.41
<u>HNZ</u>	HEINZ (H.J.)	5.9%	--
<u>HOG</u>	HARLEY-DAVIDSON, INC.	48.4%	-0.42
<u>HON</u>	HONEYWELL INT'L INC.	42.2%	0.53
<u>HOT</u>	STARWOOD HOTELS & RESORTS WORLDWIDE INC.	51.4%	-0.19
<u>HOTT</u>	HOT TOPIC, INC.	87.2%	-0.09
<u>HPQ</u>	HEWLETT-PACKARD COMPANY	81.2%	0.29
<u>HRB</u>	H&R BLOCK, INC.	86.8%	--
<u>HSNI</u>	HSN, INC.	64.2%	-0.52
<u>HST</u>	HOST HOTELS & RESORTS	61.4%	-0.04
<u>HSY</u>	THE HERSHEY COMPANY	19.4%	--

<u>HTZ</u>	HERTZ GLOBAL HOLDINGS, INC.	23.4%	0.04
<u>HUM</u>	HUMANA INC.	17.0%	-0.40
<u>IBM</u>	INTERNATIONAL BUSINESS MACHINES CORP.	68.6%	0.74
<u>IILG</u>	INTERVAL LEISURE GROUP, INC.	21.4%	0.14
<u>IMAX</u>	IMAX CORPORATION	11.0%	-0.59
<u>IMKTA</u>	INGLES MARKETS, INCORPORATED	84.6%	-0.20
<u>INFY</u>	INFOSYS LIMITED	6.0%	0.65
<u>INTC</u>	INTEL CORPORATION	44.1%	0.51
<u>INTU</u>	INTUIT INC.	43.5%	0.49
<u>ITW</u>	ILLINOIS TOOL WORKS INC.	43.3%	0.02
<u>JACK</u>	JACK IN THE BOX INC.	19.0%	0.09
<u>JAH</u>	JARDEN CORPORATION	93.1%	-0.22
<u>JBLU</u>	JETBLUE AIRWAYS CORPORATION	51.7%	0.30
<u>JCP</u>	J.C. PENNEY CO., INC.	34.2%	-0.34
<u>JNJ</u>	JOHNSON & JOHNSON	14.8%	0.01
<u>JNPR</u>	JUNIPER NETWORKS	18.1%	0.22
<u>JNY</u>	JONES APPAREL	12.1%	0.18
<u>JOSB</u>	JOS. A. BANK CLOTHIERS, INC.	37.5%	0.12
<u>JPM</u>	JP MORGAN CHASE & CO.	11.2%	0.21

<u>JWN</u>	NORDSTROM, INC.	27.4%	0.26
<u>K</u>	KELLOGG CO.	50.8%	0.04
<u>KEY</u>	KEYCORP	28.5%	0.04
<u>KFT</u>	KRAFT FOODS INC.	50.5%	-0.07
<u>KIRK</u>	KIRKLAND'S, INC.	6.2%	--
<u>KKD</u>	KRISPY KREME DOUGHNUTS	94.1%	0.28
<u>KMB</u>	KIMBERLY-CLARK	65.1%	-0.28
<u>KMX</u>	CARMAX, INC.	5.7%	-0.53
<u>KO</u>	THE COCA-COLA COMPANY	92.1%	-0.03
<u>KONA</u>	KONA GRILL, INC.	74.8%	--
<u>KOSS</u>	KOSS CORPORATION	48.6%	--
<u>KR</u>	THE KROGER CO.	87.4%	0.12
<u>KSS</u>	KOHL S CORP.	89.9%	-0.12
<u>L</u>	LOEWS CORPORATION	68.0%	0.38
<u>LAD</u>	LITHIA MOTORS, INC.	4.2%	0.47
<u>LCAPA</u>	LIBERTY CAPITAL GROUP	83.7%	0.07
<u>LCC</u>	US AIRWAYS GROUP, INC.	29.1%	-0.51
<u>LEAP</u>	LEAP WIRELESS INTERNATIONAL INC.	1.1%	0.21
<u>LEN</u>	LENNAR CORP.	36.4%	-0.47
<u>LII</u>	LENNOX INTERNATIONAL, INC.	65.6%	-0.57

<u>LIZ</u>	LIZ CLAIBORNE	84.5%	0.20
<u>LL</u>	LUMBER LIQUIDATORS HOLDINGS, INC.	19.6%	0.06
<u>LLY</u>	ELI LILLY AND COMPANY	26.0%	0.07
<u>LM</u>	LEGG MASON INC.	26.1%	0.17
<u>LOW</u>	LOWE'S COS., INC.	77.9%	-0.02
<u>LTD</u>	LIMITED BRANDS, INC.	72.6%	0.14
<u>LUV</u>	SOUTHWEST AIRLINES CO.	55.0%	0.51
<u>LUX</u>	LUXOTTICA GROUP SPA	45.9%	-0.13
<u>LVB</u>	STEINWAY MUSICAL INSTRUMENTS, INC.	58.3%	-0.20
<u>LVS</u>	LAS VEGAS SANDS CORP.	49.0%	0.93
<u>LXK</u>	LEXMARK INTERNATIONAL INC.	73.3%	0.19
<u>LYV</u>	LIVE NATION ENTERTAINMENT, INC.	54.1%	0.35
<u>LZB</u>	LA-Z-BOY INC.	2.2%	--
<u>M</u>	MACY S, INC.	66.7%	0.25
<u>MA</u>	MASTERCARD INCORPORATED	47.9%	0.31
<u>MAR</u>	MARRIOTT INTERNATIONAL, INC.	56.7%	-0.57
<u>MAS</u>	MASCO CORPORATION	52.7%	-0.07
<u>MAT</u>	MATTEL INC.	12.8%	-0.74

<u>MBFI</u>	MB FINANCIAL INC.	18.3%	--
<u>MCD</u>	MCDONALD'S	51.2%	0.24
<u>MCS</u>	THE MARCUS CORPORATION	33.5%	-0.24
<u>MDS</u>	MIDAS, INC.	68.2%	-0.66
<u>MDT</u>	MEDTRONIC, INC.	45.0%	-0.03
<u>MED</u>	MEDIFAST, INC.	75.0%	0.16
<u>MET</u>	METLIFE, INC.	24.1%	0.61
<u>MHGC</u>	MORGANS HOTEL GROUP CO.	62.5%	0.19
<u>MHP</u>	MCGRAW-HILL	6.4%	0.55
<u>MJN</u>	MEAD JOHNSON	87.0%	0.17
<u>MKTAY</u>	MAKITA CORPORATION	13.9%	-0.02
<u>MMM</u>	3M CO.	99.8%	-0.19
<u>MNRO</u>	MONRO MUFFLER BRAKE, INC.	12.2%	0.56
<u>MO</u>	ALTRIA GROUP	34.4%	-0.74
<u>MOLX</u>	MOLEX INC.	80.3%	0.52
<u>MON</u>	MONSANTO CO.	64.9%	-0.29
<u>MOV</u>	MOVADO	28.2%	-0.42
<u>MRK</u>	MERCK & COMPANY, INC.	21.9%	0.30
<u>MS</u>	MORGAN STANLEY	10.4%	0.61
<u>MSFT</u>	MICROSOFT CORPORATION	82.8%	-0.09

<u>MSG</u>	MADISON SQUARE GARDEN, INC.	98.9%	0.48
<u>MTB</u>	M&T BANK CORPORATION	4.6%	0.30
<u>MTN</u>	VAIL RESORTS, INC.	63.6%	0.49
<u>MW</u>	THE MEN S WEARHOUSE, INC.	65.3%	-0.19
<u>MWW</u>	MONSTER WORLDWIDE	96.3%	-0.23
<u>NAFC</u>	NASH-FINCH COMPANY	60.3%	-0.46
<u>NAV</u>	NAVISTAR INTERNATIONAL CORP.	32.9%	0.68
<u>NFLX</u>	NETFLIX, INC.	96.5%	0.05
<u>NILE</u>	BLUE NILE, INC.	34.0%	-0.17
<u>NKE</u>	NIKE, INC.	67.5%	-0.56
<u>NLS</u>	NAUTILUS	61.6%	-0.74
<u>NOK</u>	NOKIA CORPORATION	1.5%	0.30
<u>NSC</u>	NORFOLK SOUTHERN CORPORATION	60.9%	-0.25
<u>NTAP</u>	NETAPP, INC.	3.7%	0.56
<u>NTRI</u>	NUTRISYSTEM	85.9%	0.00
<u>NTRS</u>	NORTHERN TRUST CORPORATION	36.9%	-0.19
<u>NVDA</u>	NVIDIA CORPORATION	77.7%	0.08
<u>NVR</u>	NVR INC.	37.8%	0.14
<u>NWL</u>	NEWELL RUBBERMAID CO.	22.3%	0.06

<u>NWS</u>	NEWS CORPORATION	14.1%	-0.05
<u>NWY</u>	NEW YORK & CO., INC.	71.7%	0.61
<u>OC</u>	OWENS CORNING INC.	64.7%	0.39
<u>OCN</u>	OCWEN FINANCIAL CORP.	55.6%	-0.27
<u>ODP</u>	OFFICE DEPOT, INC.	33.3%	-0.22
<u>OMX</u>	OFFICEMAX, INC.	42.8%	-0.44
<u>ONB</u>	OLD NATIONAL BANCORP	30.2%	--
<u>ORCL</u>	ORACLE CORP.	59.2%	0.11
<u>ORLY</u>	O REILLY AUTOMOTIVE, INC.	81.7%	0.75
<u>OSTK</u>	OVERSTOCK.COM, INC.	24.9%	-0.20
<u>OWW</u>	ORBITZ WORLDWIDE, INC.	76.2%	0.58
<u>P</u>	PANDORA MEDIA, INC.	0.5%	-0.44
<u>PAG</u>	PENSKE AUTOMOTIVE GROUP, INC.	60.1%	-0.38
<u>PAYX</u>	PAYCHEX INC.	71.3%	-0.42
<u>PBI</u>	PITNEY-BOWES	59.0%	-0.62
<u>PBY</u>	THE PEP BOYS-MANNY MOE & JACK	20.1%	-0.46
<u>PC</u>	PANASONIC CORPORATION	56.9%	-0.17
<u>PCLN</u>	PRICELINE.COM, INC.	30.0%	-0.05
<u>PCS</u>	METROPCS COMMUNICATIONS,	65.8%	0.17

	INC.		
<u>PENN</u>	PENN NATIONAL GAMING INC.	3.5%	-0.01
<u>PEP</u>	PEPSICO, INC.	44.6%	0.42
<u>PERF</u>	PERFUMANIA HOLDINGS, INC.	22.9%	--
<u>PETM</u>	PETSMART, INC.	86.5%	-0.51
<u>PETS</u>	PETMED EXPRESS, INC.	95.8%	-0.80
<u>PFE</u>	PFIZER INC.	27.1%	-0.46
<u>PFG</u>	PRINCIPAL FINANCIAL GROUP INC.	60.5%	-0.53
<u>PFS</u>	PROVIDENT FINANCIAL SERVICES, INC.	27.2%	0.04
<u>PG</u>	PROCTER & GAMBLE	60.0%	0.38
<u>PGR</u>	PROGRESSIVE CORPORATION	41.9%	-0.26
<u>PHG</u>	KONINKLIJKE PHILIPS ELECTRONICS NV	76.1%	0.85
<u>PHM</u>	PULTEGROUP, INC.	28.7%	-0.46
<u>PII</u>	POLARIS INDUSTRIES, INC.	13.7%	-0.39
<u>PIR</u>	PIER 1 IMPORTS, INC.	41.0%	0.10
<u>PLCE</u>	THE CHILDREN S PLACE RETAIL STORES, INC.	87.8%	0.24
<u>PM</u>	PHILIP MORRIS INTERNATIONAL	27.8%	-0.42
<u>PNC</u>	PNC FINANCIAL SERVICES GROUP INC.	20.3%	0.26

<u>PNFP</u>	PINNACLE FINANCIAL PARTNERS INC.	15.2%	--
<u>PNRA</u>	PANERA BREAD COMPANY	78.6%	0.32
<u>PRU</u>	PRUDENTIAL FINANCIAL, INC.	68.7%	0.12
<u>PSA</u>	PUBLIC STORAGE	40.2%	0.53
<u>PSS</u>	COLLECTIVE BRANDS, INC.	94.5%	-0.33
<u>PSUN</u>	PACIFIC SUNWEAR OF CALIFORNIA, INC.	4.4%	-0.35
<u>PX</u>	PRAXAIR, INC.	90.7%	--
<u>PZZA</u>	PAPA JOHN'S INT'L, INC.	79.0%	-0.62
<u>PZZI</u>	PIZZA INN, INC.	23.2%	--
<u>QCOM</u>	QUALCOMM INCORPORATED	94.9%	-0.34
<u>R</u>	RYDER SYSTEM	21.0%	--
<u>RAD</u>	RITE-AID CORP.	39.3%	0.27
<u>RCII</u>	RENT-A-CENTER, INC.	14.3%	-0.14
<u>RCKY</u>	ROCKY BRANDS, INC.	80.6%	--
<u>RCL</u>	ROYAL CARIBBEAN CRUISES LTD.	89.6%	0.53
<u>RF</u>	REGIONS FINANCIAL CORP.	0.9%	0.12
<u>RGC</u>	REGAL ENTERTAINMENT GROUP	41.1%	-0.33
<u>RGS</u>	REGIS CORPORATION	85.0%	-0.38
<u>RHI</u>		9.9%	0.58

	ROBERT HALF INTERNATIONAL		
<u>RHT</u>	RED HAT INC.	43.9%	-0.15
<u>RIMM</u>	RESEARCH IN MOTION LIMITED	9.7%	0.65
<u>RJET</u>	REPUBLIC AIRWAYS HOLDINGS, INC.	40.6%	0.30
<u>RJF</u>	RAYMOND JAMES FINANCIAL INC.	45.7%	-0.15
<u>RL</u>	POLO RALPH LAUREN CORP.	7.1%	0.12
<u>RLH</u>	RED LION HOTELS CORPORATION	7.5%	0.42
<u>ROST</u>	ROSS STORES, INC.	98.4%	0.08
<u>RRGB</u>	RED ROBIN GOURMET BURGERS, INC.	56.3%	0.28
<u>RSH</u>	RADIOSHACK CORP.	40.4%	0.48
<u>RT</u>	RUBY TUESDAY, INC.	86.7%	0.38
<u>RUE</u>	RUE21, INC.	73.9%	0.54
<u>RY</u>	ROYAL BANK OF CANADA	92.3%	-0.27
<u>S</u>	SPRINT NEXTEL CORPORATION	59.4%	-0.12
<u>SATS</u>	ECHOSTAR CORPORATION	24.5%	-0.30
<u>SAVE</u>	SPIRIT AIRLINES, INC.	76.4%	-0.49
<u>SBH</u>	SALLY BEAUTY HOLDINGS, INC.	29.8%	-0.10
<u>SBUX</u>	STARBUCKS	94.3%	-0.29
<u>SCHW</u>	CHARLES SCHWAB CORPORATION	70.2%	-0.44

<u>SCVL</u>	SHOE CARNIVAL, INC.	29.3%	0.08
<u>SF</u>	STIFEL FINANCIAL CORPORATION	62.9%	--
<u>SFD</u>	SMITHFIELD FOODS	72.2%	0.59
<u>SHLD</u>	SEARS HOLDINGS CORP.	17.4%	-0.04
<u>SHOO</u>	STEVEN MADDEN, LTD.	46.1%	-0.57
<u>SHW</u>	THE SHERWIN-WILLIAMS COMPANY	34.6%	0.33
<u>SIG</u>	SIGNET JEWELERS, LTD.	78.2%	-0.04
<u>SIX</u>	SIX FLAGS ENTERTAINMENT CORP.	19.7%	0.18
<u>SJM</u>	SMUCKER (J.M.)	45.2%	-0.29
<u>SKS</u>	SAKS, INC.	80.1%	-0.16
<u>SKX</u>	SKECHERS USA INC.	96.7%	-0.35
<u>SLE</u>	SARA LEE CORP.	98.2%	-0.64
<u>SLM</u>	SLM CORPORATION	1.6%	0.30
<u>SMRT</u>	STEIN MART, INC.	26.7%	-0.28
<u>SNDK</u>	SANDISK CORP.	5.1%	0.19
<u>SNE</u>	SONY CORPORATION	77.0%	0.02
<u>SNI</u>	SCRIPPS NETWORKS INTERACTIVE INC.	66.5%	-0.02
<u>SONC</u>	SONIC CORPORATION	97.3%	-0.09
<u>SPCHB</u>	SPORT CHALET, INC.	62.3%	-0.07

<u>SPLS</u>	STAPLES, INC.	42.0%	0.03
<u>SPTN</u>	SPARTAN STORES, INC.	78.1%	-0.07
<u>SSI</u>	STAGE STORES, INC.	77.1%	0.02
<u>STI</u>	SUNTRUST BANKS, INC.	97.1%	0.10
<u>STMP</u>	STAMPS.COM INC.	13.3%	--
<u>STX</u>	SEAGATE TECHNOLOGY	75.3%	-0.39
<u>STZ</u>	CONSTELLATION BRANDS	24.3%	-0.48
<u>SUSQ</u>	SUSQUEHANNA BANCSHARES, INC.	95.4%	0.70
<u>SVU</u>	SUPERVALU, INC.	90.1%	0.15
<u>SWK</u>	STANLEY BLACK & DECKER	58.1%	-0.45
<u>SWY</u>	SAFEWAY, INC.	18.8%	0.74
<u>SYMC</u>	SYMANTEC CORPORATION	61.1%	0.50
<u>SYX</u>	SYSTEMAX, INC.	67.3%	-0.58
<u>I</u>	AT&T INC.	0.4%	-0.25
<u>TAP</u>	MOLSON COORS BREWING COMPANY	32.5%	0.53
<u>TAST</u>	CARROLS RESTAURANT GROUP, INC.	75.1%	-0.65
<u>TCB</u>	TCF FINANCIAL CORPORATION	17.7%	-0.52
<u>TD</u>	THE TORONTO-DOMINION BANK	15.7%	-0.02

<u>TDS</u>	TELEPHONE & DATA SYSTEMS INC.	29.4%	0.12
<u>TEVA</u>	TEVA PHARMACEUTICAL INDUSTRIES LIMITED	12.6%	-0.60
<u>TFM</u>	THE FRESH MARKET, INC.	4.9%	-0.50
<u>TGT</u>	TARGET CORP.	85.4%	0.15
<u>THC</u>	TENET HEALTHCARE CORP.	70.4%	0.19
<u>THI</u>	TIM HORTONS INC. (USA)	20.7%	0.37
<u>THO</u>	THOR INDUSTRIES INC.	94.0%	-0.31
<u>TIF</u>	TIFFANY & CO.	21.2%	0.35
<u>TIVO</u>	TIVO INC.	59.6%	0.55
<u>TJX</u>	THE TJX COS., INC.	57.6%	-0.27
<u>TM</u>	TOYOTA MOTOR CORP.	50.1%	0.54
<u>TMK</u>	TORCHMARK CORP.	10.1%	0.09
<u>TOL</u>	TOLL BROTHERS INC.	3.8%	0.05
<u>TPX</u>	TEMPUR PEDIC INTERNATIONAL INC.	2.7%	0.11
<u>TRI</u>	THOMSON REUTERS CORP	53.7%	-0.19
<u>TRLG</u>	TRUE RELIGION APPAREL	63.8%	-0.38
<u>TRMK</u>	TRUSTMARK CORPORATION	25.0%	--
<u>TROW</u>	T. ROWE PRICE GROUP, INC.	2.0%	-0.30

<u>TRV</u>	THE TRAVELERS COMPANIES, INC.	17.2%	-0.75
<u>TSCO</u>	TRACTOR SUPPLY CO.	16.8%	0.06
<u>TSN</u>	TYSON FOODS	98.5%	0.13
<u>TTM</u>	TATA MOTORS LTD.	46.8%	0.23
<u>TUES</u>	TUESDAY MORNING CORP.	96.9%	-0.02
<u>TWC</u>	TIME WARNER CABLE INC.	61.8%	0.68
<u>TWMC</u>	TRANS WORLD ENTERTAINMENT CORP.	38.8%	-0.32
<u>TWX</u>	TIME WARNER INC.	23.9%	-0.48
<u>TXN</u>	TEXAS INSTRUMENTS INCORPORATED	74.0%	0.01
<u>TXRH</u>	TEXAS ROADHOUSE, INC.	32.4%	-0.38
<u>TYC</u>	TYCO INTERNATIONAL LTD.	73.5%	-0.51
<u>TZOO</u>	TRAVELZOO INC.	67.1%	0.23
<u>UAL</u>	UNITED CONTINENTAL HOLDINGS, INC.	57.0%	-0.04
<u>UBS</u>	UBS AG	62.0%	0.57
<u>UBSI</u>	UNITED BANKSHARES, INC.	36.0%	-0.03
<u>UHAL</u>	AMERCO	30.9%	0.19
<u>ULTA</u>	ULTA SALON COSMETICS & FRAGRANCE, INC.	7.7%	0.15
<u>UMPQ</u>	UMPQUA HOLDINGS CORPORATION	82.4%	--

<u>UNH</u>	UNITEDHEALTH GROUP INCORPORATED	37.1%	0.10
<u>UNM</u>	UNUM GROUP	31.1%	0.71
<u>UNP</u>	UNION PACIFIC CORPORATION	21.6%	-0.21
<u>UPS</u>	UNITED PARCEL SERVICE, INC.	79.7%	-0.56
<u>URBN</u>	URBAN OUTFITTERS, INC.	49.2%	-0.48
<u>URI</u>	UNITED RENTALS, INC.	84.8%	0.08
<u>USB</u>	U.S. BANCORP	71.5%	-0.14
<u>V</u>	VISA, INC.	33.6%	-0.64
<u>VAL</u>	THE VALSPAR CORPORATION	44.2%	-0.86
<u>VFC</u>	VF CORP.	50.6%	-0.21
<u>VG</u>	VONAGE HOLDINGS CORPORATION	99.6%	0.43
<u>VIA-B</u>	VIACOM, INC.	97.4%	-0.17
<u>VITC</u>	VITACOST.COM, INC.	27.6%	-0.69
<u>VLGEA</u>	VILLAGE SUPER MARKET, INC.	66.9%	0.04
<u>VLY</u>	VALLEY NATIONAL BANCORP	69.7%	-0.90
<u>VRA</u>	VERA BRADLEY DESIGNS, INC.	19.2%	-0.31
<u>VRSN</u>	VERISIGN INC.	92.5%	-0.08
<u>VSI</u>	VITAMIN SHOPPE, INC.	40.8%	-0.23

<u>VVTV</u>	VALUEVISION MEDIA, INC.	89.8%	-0.04
<u>VZ</u>	VERIZON COMMUNICATIONS INC.	75.5%	0.71
<u>WAG</u>	WALGREEN CO.	99.5%	-0.36
<u>WBS</u>	WEBSTER FINANCIAL CORPORATION	56.1%	0.15
<u>WDC</u>	WESTERN DIGITAL CORP.	76.6%	0.41
<u>WEN</u>	WENDY'S	10.8%	-0.21
<u>WEYS</u>	WEYCO GROUP INC.	5.3%	0.06
<u>WFC</u>	WELLS FARGO & COMPANY	80.8%	0.31
<u>WFM</u>	WHOLE FOODS MARKET, INC.	13.5%	-0.05
<u>WGO</u>	WINNEBAGO INDUSTRIES INC.	51.6%	-0.83
<u>WHR</u>	WHIRLPOOL CORPORATION	11.7%	0.32
<u>WIN</u>	WINDSTREAM CORPORATION	33.8%	0.20
<u>WINA</u>	WINMARK CORP.	16.5%	0.64
<u>WLP</u>	WELLPOINT INC.	21.8%	0.75
<u>WM</u>	WASTE MANAGEMENT INC.	38.6%	-0.55
<u>WMAR</u>	WEST MARINE, INC.	70.9%	0.59
<u>WMT</u>	WAL-MART STORES, INC.	87.6%	0.21
<u>WPO</u>	WASHINGTON POST CO.	6.8%	0.06

<u>WSM</u>	WILLIAMS-SONOMA, INC.	13.0%	-0.41
<u>WTSLA</u>	THE WET SEAL, INC.	91.0%	-0.31
<u>WTW</u>	WEIGHT WATCHERS	97.6%	-0.49
<u>WU</u>	WESTERN UNION CO.	47.3%	0.46
<u>WWE</u>	WORLD WRESTLING ENTERTAINMENT INC.	87.9%	0.51
<u>WYN</u>	WYNDHAM WORLDWIDE CORPORATION	55.4%	-0.57
<u>WYNN</u>	WYNN RESORTS LTD.	57.4%	-0.44
<u>YHOO</u>	YAHOO! INC.	96.2%	0.13
<u>YUM</u>	YUM BRANDS	83.9%	-0.21
<u>ZION</u>	ZIONS BANCORPORATION	38.9%	-0.22
<u>ZLC</u>	ZALE CORP.	22.5%	-0.46
<u>ZUMZ</u>	ZUMIEZ, INC.	7.9%	0.59

Notes:

(1) Percentile = the ranking converted into relative percentiles within universe of BrandLoyalties.com tracked equities (lower percentile = higher ranking).

(2) Correlation = the correlation coefficient over the trailing year (i.e., the last 250 market days) between brand loyalties rankings and price movements. Dashes ('-') in this column indicates insufficient history for statistically meaningful correlations.

As a reminder, BrandLoyalties.com has developed a technology-based, quantitative metric, available daily by subscription to select institutional investors, which signals whether the consumer's loyalty is gaining or waning for the brand names of over 500 widely traded NYSE, AMEX and NASDAQ listed equities. At BrandLoyalties.com you can tell on a daily

basis whether the equities currently in your portfolios have customers flocking to them or avoiding them like the plague. Furthermore, you will know this well before earnings season or the issuance of market moving "guidance" proclamations -- and quite possibly even before the corporate insiders themselves realize what is happening at the far end of their distribution channels.

The rankings shown in the table above are relative to the other tracked equities in our universe -- even the lowest ranked equity could conceivably have their consumer brand loyalties increasing in absolute terms. Therefore those rankings (not unlike football power rankings) are a zero sum game, with any improvements in ranking coming at the expense of other equities in our universe.

(The raw non-relative data is also available to subscribers at BrandLoyalties.com.)

And obviously customer loyalty is only one of the many requisites for favorable earnings reports (or equity investments). The BrandLoyalties.com rankings should only be used as one component in a full suite of equity screens.

The brand loyalty rankings are just one of the ongoing consumer research projects of the [Consumer Metrics Institute, Inc.](http://ConsumerMetricsInstitute.com) For more information about the BrandLoyalties.com equity rankings, please visit [our website](http://ourwebsite.com) or reply to this e-mail to Tony Seker at tony@brandloyalties.com.

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