

BrandLoyalties.com Special Commentary

12/03/12: Consumer Brand Loyalty Spotlight Including: F, ANF, ZLC, V and RIM

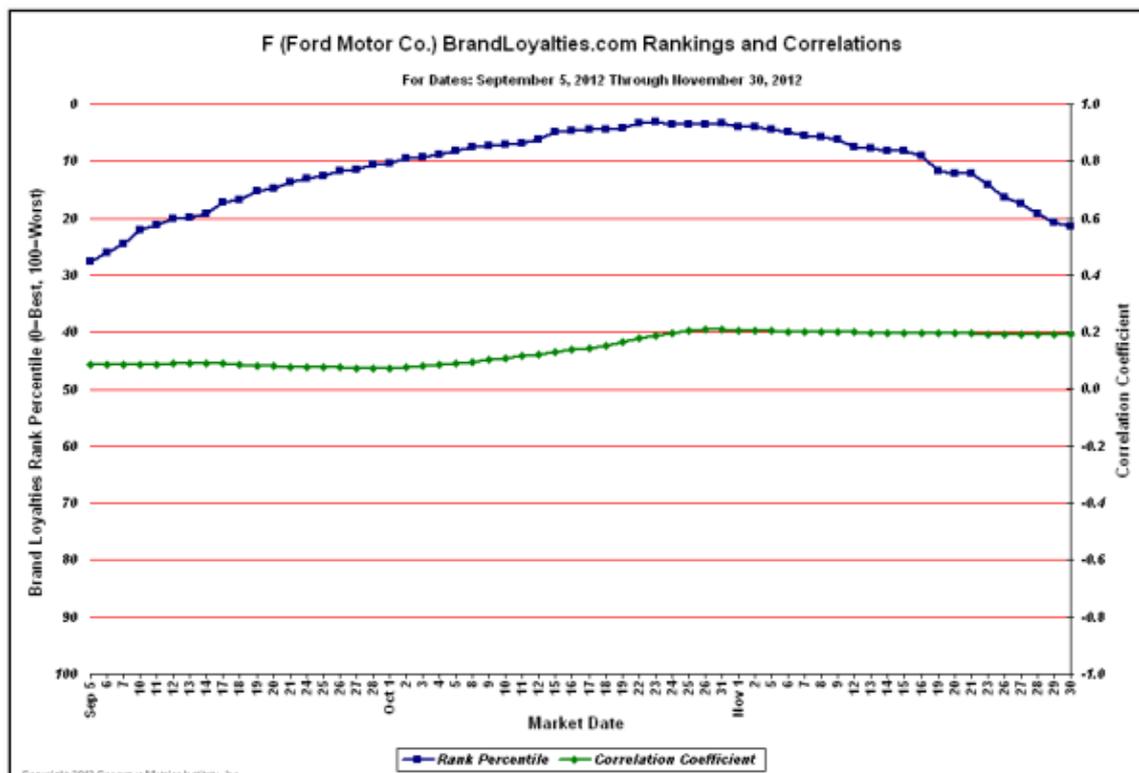
(Web page version is [here](#))

From time to time we spotlight a number of equities that have had notable recent changes in the loyalty of their customer base. Since our measurements of on-line consumer brand name loyalty are updated daily, our reviews can identify dramatic changes for over 500 equities during the past 60 market days -- in some cases capturing critical changes even before the corporation's insiders can fully realize what's happening at the other end of their extended distribution channels. The data below (from our [BrandLoyalties.com](#) web site) highlights the brand loyalty fluctuations of selected equities among their ~500 peers, giving portfolio managers a unique technology-based metric that can be a valuable addition to the suite of screens they use to improve (or protect) the alphas of their portfolios.

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

The tables below summarize very recently completed a "round trips" into extremes of customer enthusiasm or disdain. In each of our "Spotlight" reports we include equities that have swung into (and then out of) the top or bottom rankings among our over 500 tracked equities, and note in the table below the subsequent movement in the share prices of those equities.

An example of such an excursion would be Ford Motor Company, which did a dramatic round trip into (and then out of) the top 10% of our ranked equities from early October through mid-November:



(Click [here](#) for best resolution)

The tables below summarize notable excursions of selected equities into either the top 20% or bottom 20% (respectively) within our universe of tracked corporations, along with the beginning and ending dates of those sojourns and the equity's share price movement during each round trip. **You may also click on any ticker symbol in the table to view our sample page for that equity (with data through 10/31/2012):**

Winners

Symbol	Equity Name	Excursion Type	Start Date	End Date	Excursion Duration	% Total Return
<u>AFCE</u>	AFC Enterprises, Inc.	Best 20%	08/13/12	10/24/12	72 Days	+11.59%
<u>ANF</u>	Abercrombie & Fitch Co.	Best 20%	08/29/12	11/19/12	82 Days	+21.87%
<u>APP</u>	American Apparel Inc.	Best 20%	07/30/12	10/19/12	81 Days	+23.26%
<u>ASNA</u>	Ascena Retail Group, Inc.	Best 20%	08/13/12	10/09/12	57 Days	+11.09%
<u>BGFV</u>	Big 5 Sporting Goods Corp.	Best 20%	10/26/12	11/20/12	25 Days	+51.85%
<u>CKEC</u>	Carmike Cinemas Inc.	Best 20%	10/01/12	10/31/12	30 Days	+12.75%
<u>CLWR</u>	Clearwire Corporation	Best 20%	10/03/12	10/17/12	14 Days	+68.66%
<u>DB</u>	Deutsche Bank AG	Best 20%	07/26/12	10/22/12	88 Days	+56.72%

<u>F</u>	Ford Motor Co.	Best 20%	09/12/12	11/29/12	78 Days	+12.93%
<u>HSNI</u>	HSN, Inc.	Best 20%	08/21/12	10/17/12	57 Days	+10.80%
<u>LCC</u>	US Airways Group, Inc.	Best 20%	09/04/12	10/31/12	57 Days	+16.56%
<u>LII</u>	Lennox International, Inc.	Best 20%	07/25/12	10/15/12	82 Days	+11.39%
<u>RIMM</u>	Research In Motion Limited	Best 20%	09/10/12	11/09/12	60 Days	+19.44%
<u>V</u>	Visa, Inc.	Best 20%	06/21/12	10/23/12	124 Days	+14.36%
<u>VAL</u>	The Valspar Corporation	Best 20%	08/06/12	10/24/12	79 Days	+16.14%
<u>VRA</u>	Vera Bradley Designs, Inc.	Best 20%	09/04/12	11/01/12	58 Days	+39.85%
<u>VVTV</u>	ValueVision Media, Inc.	Best 20%	08/31/12	10/09/12	39 Days	+24.74%
<u>ZLC</u>	Zale Corp.	Best 20%	07/09/12	10/31/12	114 Days	+167.91%

Losers

Symbol	Equity Name	Excursion Type	Start Date	End Date	Excursion Duration	% Total Return
<u>APOL</u>	Apollo Group Inc.	Worst 20%	07/09/12	10/16/12	99 Days	-22.10%
<u>BBY</u>	Best Buy Co., Inc.	Worst 20%	09/06/12	11/06/12	61 Days	-18.04%
<u>BIDU</u>	Baidu, Inc.	Worst 20%	02/13/12	10/31/12	261 Days	-23.76%
<u>CTXS</u>	Citrix Systems	Worst 20%	08/30/12	10/17/12	48 Days	-15.50%
<u>CVC</u>	Cablevision Systems Corporation	Worst 20%	09/25/12	11/23/12	59 Days	-12.08%
<u>DLTR</u>	Dollar Tree, Inc.	Worst 20%	08/28/12	10/31/12	64 Days	-17.62%
<u>RGS</u>	Regis Corporation	Worst 20%	10/22/12	11/28/12	37 Days	-14.08%

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.

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 or reply to this e-mail to Tony Seker at **tony@brandloyalties.com**.

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