

BrandLoyalties.com Special Commentary

03/19/2013: BrandLoyalties Metrics Continue to Beat S&P 500 by an Average of 20% per Year -- Using Only Online Consumer Behavior

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

Research provider [BrandLoyalties.com](#) has announced that "proforma portfolios that selected stocks using only our proprietary daily consumer brand loyalty metrics outperformed the S&P 500 by an average of over 20% per year since January 2006. Clients who utilize our daily data are likely experiencing even greater alpha by applying their additional filters or fundamental knowledge to the proprietary brand loyalty metrics used in the proforma portfolios."

Contact Tony Seker at Tony@BrandLoyalties.com for a complete daily history of BrandLoyalties data covering over 500 equities, to arrange a free trial, or to schedule a web demo to learn more details about how this may help your investment process.

[BrandLoyalties.com](#) embraces 21st century technology to track over 100 million online consumer choices daily and to identify which equities are likely to be impacted (positively or negatively) by changed patterns of brand name citations in those activities. In all, over 500 US listed stocks are monitored in the [BrandLoyalties.com](#) universe, with the key criteria for coverage including a significant online presence for the brand names of those equities (called the brand name's web "luminosity") and a reasonably strong link between on-line brand name citations and consequential revenue for the corporation (referred to as the "signal relevance" for that corporation's brand names).

Applying this unprecedented technique, [Brandloyalties.com](#) uses a proprietary algorithm to determine daily the velocity of change in brand loyalty -- ranking the over 500 stocks on this measure from top to bottom. A simple long-only portfolio consisting solely of the top 10% of these 500+ ranked stocks would have produced an average annual ROI of 25.09% as compared to the S&P 500's 3.33%.

(Results from over 1,500 one-year Monte Carlo portfolio simulations covering January 2006 through December 2012, each portfolio equally weighted and reallocated when composition of the top 10% changes.)

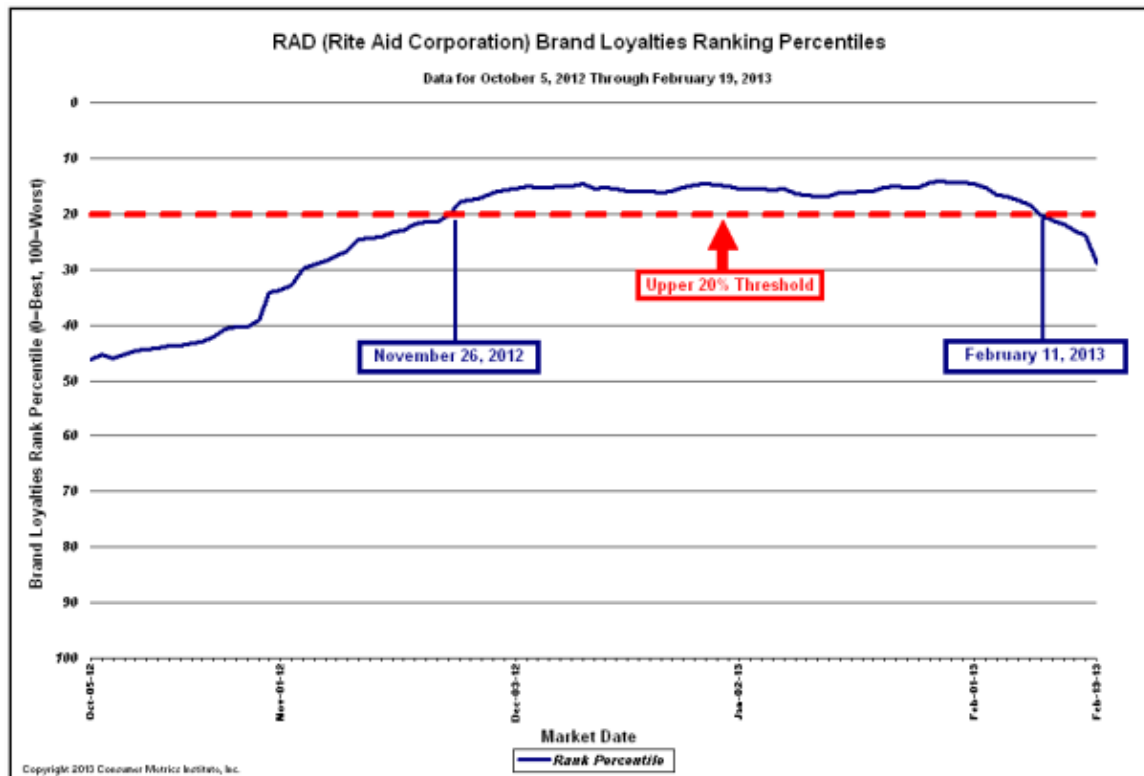
The impressive alpha accrues from the application of two simple principles:

- Consumer interest in any corporation's brand names is critical to the growth (or demise) of corporate earnings;
- Consumer behavior on the internet provides a means to measure or test that loyalty on an essentially "real time" basis.

[Brandloyalties.com](#) is currently available for subscription to institutional investors only. In addition to identifying the top-rated stocks for portfolios by means of a state-of-the-art quantitative "fundamental" screen, subscribers can also mitigate risk in existing portfolios by monitoring or avoiding stocks which display fading loyalty, well before earnings announcements

and generally before guidance is provided -- and often before the corporate insiders themselves realize what is happening at the far end of their extended distribution channels. In effect there is usually a lag between the BrandLoyalties.com brand loyalty metrics and the impact of those changing loyalties on the equity's market price.

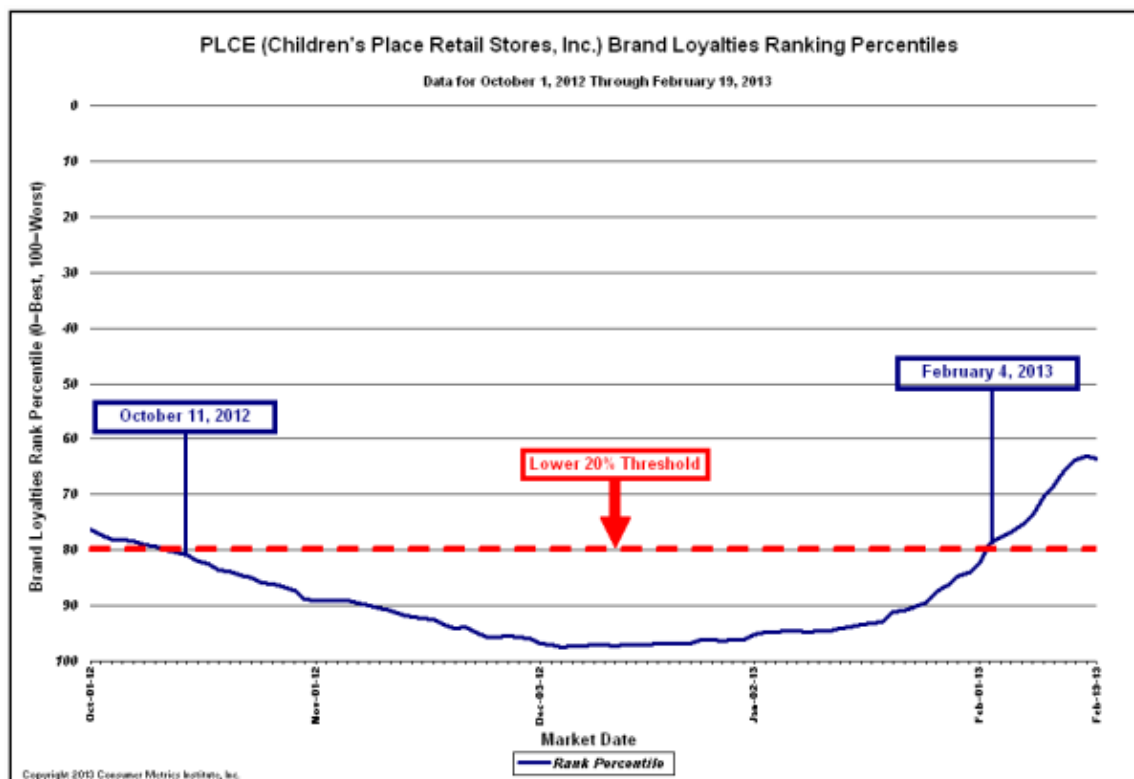
An illustration of the "upside" quantitative screen strategy was provided recently by RAD (Rite Aid Corporation). That equity rose into the upper 20% of the BrandLoyalties.com tracked equity universe on November 26, 2012 (after being as low as the bottom 10% a year earlier):



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

The rise triggered an e-mail Alert to BrandLoyalties.com institutional clients on November 27th, some 23 days prior to Rite Aid management's upbeat guidance on December 20th -- which subsequently drove the equity's price up by as much as 70%. (On February 11th RAD fell back out of the top 20% of the BrandLoyalties.com ranked universe.)

The "downside" defensive risk mitigation strategy is exemplified by PLCE (Children's Place Retail Stores, Inc.), where a BrandLoyalties.com institutional alert went out on October 12, 2012 -- a full month before management offered lower guidance on November 15th:



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

Subsequent PLCE price movements cost portfolios still holding Children's Place Retail Stores, Inc. shares roughly 29% in position losses by December 26th. (Since February 4, 2013 PLCE has regained some brand loyalty respectability by moving back into the middle third of the [BrandLoyalties.com](#) ranked universe.)

In both of these examples a daily monitoring of on-line consumer brand loyalty resulted in the ability to anticipate corporate guidance by about a month.

The brand loyalty rankings are just one of the ongoing consumer research projects of the [Consumer Metrics Institute, Inc.](#) For more information about the [BrandLoyalties.com](#) equity rankings, please reply to this e-mail to Tony Seker at Tony@BrandLoyalties.com. Additional information about these technology-based methodologies is also available at [their website](#), in an [introductory video](#) and a downloadable [PDF brochure](#).

For your review and convenience, the large table below contains the year-end rankings (from December 31, 2012) for the equities tracked by [BrandLoyalties.com](#), plus links (by clicking on the symbols) to charts and tables containing day-by-day ranking of each equity for the 60 market days prior to the calendar year-end:

BrandLoyalties Screen - Full Tracked Universe

Year-End 2012 BrandLoyalties Equity Screen

Data for All 539 BrandLoyalties Tracked Equities as of 12/31/2012

Symbol	Equity	Percentile⁽¹⁾	Correlation⁽²⁾	Lag⁽³⁾
<u>AAP</u>	ADVANCE AUTO PARTS, INC.	0.7%	0.51	249
<u>AAPL</u>	APPLE INC.	79.0%	0.13	23
<u>ABT</u>	ABBOTT LABORATORIES	28.3%	0.09	44
<u>ACAT</u>	ARCTIC CAT INC.	72.0%	0.39	234
<u>ACN</u>	ACCENTURE PLC.	89.4%	0.36	199
<u>ADBE</u>	ADOBE SYSTEMS INC.	56.8%	0.72	145
<u>ADP</u>	AUTOMATIC DATA PROCESSING	28.0%	0.56	235
<u>ADS</u>	ADIDAS AG	75.3%	-0.53	249
<u>ADSK</u>	AUTODESK, INC.	11.8%	0.34	56
<u>AEO</u>	AMERICAN EAGLE OUTFITTERS, INC.	85.8%	0.49	--
<u>AET</u>	AETNA INC.	48.2%	0.86	27
<u>AF</u>	ASTORIA FINANCIAL CORPORATION	43.7%	0.25	249
<u>AFCE</u>	AFC ENTERPRISES, INC.	3.8%	0.32	213
<u>AFL</u>	AFLAC INCORPORATED	27.2%	0.68	50
<u>AGN</u>	ALLERGAN, INC.	32.4%	0.72	31
<u>AGP</u>	AMERIGROUP CORPORATION	69.0%	0.00	--
<u>AIG</u>	AMERICAN INTERNATIONAL GROUP, INC.	89.8%	0.00	--
<u>AIZ</u>	ASSURANT, INC.	96.4%	0.42	117
<u>AKAM</u>	AKAMAI TECHNOLOGIES INC.	62.2%	0.00	--

<u>ALK</u>	ALASKA AIR GROUP, INC.	11.6%	0.82	76
<u>ALL</u>	THE ALLSTATE CORPORATION	29.2%	0.82	172
<u>ALTR</u>	ALTERA CORP.	43.5%	0.00	--
<u>AMD</u>	ADVANCED MICRO DEVICES, INC.	54.5%	0.35	52
<u>AMGN</u>	AMGEN INC.	72.8%	0.20	235
<u>AMP</u>	AMERIPRISE FINANCIAL INC.	92.1%	0.49	10
<u>AMR</u>	AMR CORPORATION	63.6%	0.65	70
<u>AMTD</u>	TD AMERITRADE HOLDING CORPORATION	4.1%	0.63	49
<u>AMZN</u>	AMAZON.COM, INC.	97.1%	0.42	114
<u>AN</u>	AUTONATION INC.	96.6%	0.00	--
<u>ANF</u>	ABERCROMBIE & FITCH CO.	93.0%	0.32	29
<u>ANN</u>	ANNTAYLOR STORES CORP.	92.7%	0.60	240
<u>AOS</u>	AO SMITH CORP.	7.9%	0.00	--
<u>APOL</u>	APOLLO GROUP INC.	11.3%	0.47	228
<u>APP</u>	AMERICAN APPAREL INC.	3.6%	0.66	79
<u>ASBC</u>	ASSOCIATED BANC-CORP	10.4%	0.62	229
<u>ASCA</u>	AMERISTAR CASINOS INC.	53.2%	0.44	29
<u>ASNA</u>	ASCENA RETAIL GROUP, INC.	27.1%	0.41	140
<u>AVP</u>	AVON PRODUCTS	18.6%	0.09	96
<u>AWI</u>	ARMSTRONG WORLD INDUSTRIES, INC.	94.4%	0.74	--
<u>AXP</u>	AMERICAN EXPRESS COMPANY	16.5%	0.58	208
<u>AZO</u>	AUTOZONE, INC.	47.7%	0.21	--

<u>BAC</u>	BANK OF AMERICA CORPORATION	36.2%	0.73	151
<u>BAGL</u>	EINSTEIN NOAH RESTAURANT GROUP, INC.	75.1%	0.00	--
<u>BAMM</u>	BOOKS-A-MILLION, INC.	91.4%	0.79	169
<u>BBBY</u>	BED BATH & BEYOND, INC.	13.4%	0.06	146
<u>BBW</u>	BUILD-A-BEAR WORKSHOP, INC.	95.2%	0.74	57
<u>BBY</u>	BEST BUY CO., INC.	6.3%	0.51	162
<u>BC</u>	BRUNSWICK CORPORATION	10.8%	0.73	71
<u>BEBE</u>	BEBE STORES, INC.	52.5%	0.61	120
<u>BEN</u>	FRANKLIN RESOURCES INC.	24.4%	0.00	--
<u>BF-B</u>	BROWN FORMAN	16.7%	0.25	87
<u>BFLY</u>	BLUEFLY, INC.	61.3%	0.47	149
<u>BGFV</u>	BIG 5 SPORTING GOODS CORP.	50.0%	0.47	222
<u>BH</u>	BIGLARI HOLDINGS INC.	53.8%	0.00	--
<u>BID</u>	SOTHEBY'S	87.3%	0.00	--
<u>BIDU</u>	BAIDU, INC.	16.1%	0.41	183
<u>BIG</u>	BIG LOTS, INC.	51.3%	0.69	237
<u>BIIB</u>	BIOGEN IDEC INC	44.8%	0.00	--
<u>BJRI</u>	BJ'S RESTAURANTS, INC.	95.5%	0.45	--
<u>BK</u>	THE BANK OF NEW YORK MELLON CORP.	56.3%	0.00	--
<u>BKS</u>	BARNES & NOBLE, INC.	74.6%	0.64	166
<u>BLK</u>	BLACKROCK, INC.	30.3%	0.63	179
<u>BMY</u>	BRISTOL-MYERS SQUIBB COMPANY	71.3%	-0.22	155

<u>BNS</u>	BANK OF NOVA SCOTIA (THE)	32.6%	0.70	68
<u>BOBE</u>	BOB EVANS FARMS, INC.	88.7%	0.26	152
<u>BODY</u>	BODY CENTRAL CORP.	98.2%	0.00	--
<u>BOH</u>	BANK OF HAWAII CORPORATION	26.0%	0.00	--
<u>BOKF</u>	BOK FINANCIAL CORPORATION	13.1%	0.34	249
<u>BONT</u>	THE BON-TON STORES, INC.	88.2%	0.63	--
<u>BRCM</u>	BROADCOM CORP.	59.7%	0.42	13
<u>BRK-A</u>	BERKSHIRE HATHAWAY INC.	67.2%	0.78	166
<u>BSET</u>	BASSETT FURNITURE INDUSTRIES INC.	12.5%	0.00	--
<u>BUD</u>	ANHEUSER-BUSCH INBEV	49.5%	0.07	226
<u>BWLD</u>	BUFFALO WILD WINGS	64.9%	0.31	77
<u>BWS</u>	BROWN SHOE COMPANY, INC.	65.1%	0.80	26
<u>BX</u>	THE BLACKSTONE GROUP	41.6%	0.88	241
<u>BXS</u>	BANCORPSOUTH, INC.	72.4%	0.00	--
<u>C</u>	CITIGROUP, INC.	15.4%	0.74	238
<u>CAB</u>	CABELA'S, INC.	7.3%	0.48	232
<u>CACH</u>	CACHE, INC.	39.6%	0.70	114
<u>CAG</u>	CONAGRA FOODS INC.	20.8%	0.00	--
<u>CAH</u>	CARDINAL HEALTH INC.	21.1%	0.00	--
<u>CAJ</u>	CANON INC.	64.5%	0.65	--
<u>CAKE</u>	THE CHEESECAKE FACTORY	73.3%	0.16	29
<u>CALL</u>	MAGICJACK VOCALTEC LTD.	12.4%	0.41	168

<u>CAR</u>	AVIS BUDGET GROUP, INC.	85.7%	0.23	23
<u>CB</u>	THE CHUBB CORPORATION	20.3%	0.90	249
<u>CBK</u>	CHRISTOPHER & BANKS CORP.	76.2%	0.00	--
<u>CBRL</u>	CRACKER BARREL OLD COUNTRY STORE, INC.	79.7%	-0.13	249
<u>CBS</u>	CBS CORP.	0.2%	0.47	135
<u>CBSH</u>	COMMERCE BANCSHARES INC.	21.3%	0.48	80
<u>CBU</u>	COMMUNITY BANK SYSTEM, INC.	17.7%	0.07	113
<u>CCL</u>	CARNIVAL CORPORATION	79.2%	0.33	141
<u>CELG</u>	GELGENE CORPORATION	59.3%	0.65	32
<u>CHCO</u>	CITY HOLDING COMPANY	53.6%	0.74	183
<u>CHH</u>	CHOICE HOTELS INTERNATIONAL INC.	48.6%	0.78	144
<u>CHS</u>	CHICO S FAS, INC.	65.2%	0.55	249
<u>CI</u>	CIGNA CORPORATION	37.6%	0.51	56
<u>CKEC</u>	CARMIKE CINEMAS INC.	96.2%	0.23	--
<u>CL</u>	COLGATE-PALMOLIVE	50.7%	-0.30	97
<u>CLWR</u>	CLEARWIRE CORPORATION	78.1%	-0.05	139
<u>CLX</u>	CLOROX CO.	81.0%	0.33	249
<u>CMCSA</u>	COMCAST CORPORATION	4.8%	0.89	135
<u>CMG</u>	CHIPOTLE MEXICAN GRILL, INC.	32.3%	0.39	--
<u>CMRG</u>	CASUAL MALE RETAIL GROUP, INC.	76.9%	0.71	--
<u>CNI</u>	CANADIAN NATIONAL RAILWAY COMPANY	34.2%	0.76	227
<u>CNK</u>	CINEMARK HOLDINGS, INC.	14.3%	0.25	235

<u>COF</u>	CAPITAL ONE FINANCIAL CORP.	14.9%	0.40	249
<u>COH</u>	COACH	17.9%	0.70	140
<u>CONN</u>	CONN'S, INC.	30.1%	-0.40	176
<u>COSI</u>	COSI, INC.	19.4%	0.59	179
<u>COST</u>	COSTCO WHOLESALE CORP.	31.0%	0.57	177
<u>COV</u>	COVIDIEN PLC.	73.5%	0.00	--
<u>CPB</u>	CAMPBELL SOUP	29.0%	0.74	170
<u>CPRT</u>	COPART, INC.	8.1%	0.75	215
<u>CRI</u>	CARTER'S, INC.	0.9%	0.56	249
<u>CRM</u>	SALESFORCE.COM	29.7%	0.78	19
<u>CROX</u>	CROCS, INC.	40.1%	0.80	106
<u>CSH</u>	CASH AMERICA INTERNATIONAL, INC.	91.9%	0.00	--
<u>CSTR</u>	COINSTAR, INC.	26.2%	0.68	176
<u>CTL</u>	CENTURYLINK, INC.	86.6%	0.00	--
<u>CTRN</u>	CITI TRENDS, INC.	25.1%	0.00	--
<u>CTXS</u>	CITRIX SYSTEMS	8.6%	0.36	249
<u>CVC</u>	CABLEVISION SYSTEMS CORPORATION	0.5%	0.54	55
<u>CVH</u>	COVENTRY HEALTH CARE INC.	67.0%	0.00	--
<u>CVS</u>	CVS CAREMARK CORP.	66.5%	-0.15	17
<u>CWTR</u>	COLDWATER CREEK, INC.	32.8%	0.59	17
<u>CYN</u>	CITY NATIONAL CORPORATION	58.2%	0.51	150
<u>DAL</u>	DELTA AIR LINES INC.	22.0%	0.82	60

<u>DAVE</u>	FAMOUS DAVE'S OF AMERICA, INC.	53.4%	0.84	137
<u>DB</u>	DEUTSCHE BANK AG	99.8%	0.61	100
<u>DDS</u>	DILLARD'S, INC.	66.7%	0.31	100
<u>DE</u>	DEERE & COMPANY	59.9%	0.55	51
<u>DECK</u>	DECKERS OUTDOOR	44.4%	0.79	69
<u>DEG</u>	DELHAIZE GROUP (ADR)	66.8%	0.51	--
<u>DELL</u>	DELL, INC.	71.1%	0.55	121
<u>DENN</u>	DENNY'S CORPORATION	40.9%	0.77	159
<u>DEO</u>	DIAGEO	70.4%	-0.25	167
<u>DEST</u>	DESTINATION MATERNITY CORP.	33.2%	0.21	24
<u>DFS</u>	DISCOVER FINANCIAL SERVICES	2.7%	0.45	210
<u>DG</u>	DOLLAR GENERAL CORP.	52.7%	0.38	1
<u>DGX</u>	QUEST DIAGNOSTICS	68.6%	0.68	206
<u>DHI</u>	D.R. HORTON, INC.	52.9%	0.00	--
<u>DIN</u>	DINEEQUITY, INC.	38.0%	0.38	97
<u>DIS</u>	THE WALT DISNEY COMPANY	9.1%	0.16	128
<u>DISCA</u>	DISCOVERY COMMUNICATIONS	93.5%	0.75	26
<u>DISH</u>	DISH NETWORK CORP.	51.8%	0.05	85
<u>DKS</u>	DICK S SPORTING GOODS, INC.	1.3%	0.63	183
<u>DLIA</u>	DELIA*S, INC.	48.0%	0.64	231
<u>DLTR</u>	DOLLAR TREE, INC.	6.8%	0.38	183
<u>DOVR</u>	DOVER SADDLERY, INC.	33.9%	0.00	--

<u>DOW</u>	DOW CHEMICAL COMPANY (THE)	39.1%	0.00	--
<u>DPS</u>	DR PEPPER SNAPPLE GROUP, INC.	39.8%	0.45	157
<u>DPZ</u>	DOMINO'S PIZZA	10.2%	0.11	96
<u>DRI</u>	DARDEN RESTAURANTS, INC.	78.3%	0.44	226
<u>DSW</u>	DSW INC.	21.9%	-0.12	233
<u>DTG</u>	DOLLAR THRIFTY AUTOMOTIVE GROUP INC.	68.1%	0.43	249
<u>DTV</u>	DIRECTV	81.2%	0.21	249
<u>DUCK</u>	DUCKWALL ALCO STORES, INC.	22.8%	0.00	--
<u>DV</u>	DEVRY, INC.	37.3%	0.23	--
<u>DVA</u>	DAVITA INC.	40.7%	0.56	249
<u>EAT</u>	BRINKER INTERNATIONAL, INC.	94.8%	0.73	--
<u>EBAY</u>	EBAY INC.	34.4%	0.61	--
<u>EFX</u>	EQUIFAX INC.	48.7%	0.77	161
<u>EK</u>	EASTMAN KODAK CO.	86.9%	0.69	127
<u>EL</u>	ESTEE LAUDER	38.5%	0.43	60
<u>EMC</u>	EMC CORPORATION	44.3%	0.62	138
<u>EMR</u>	EMERSON ELECTRIC COMPANY	73.8%	0.00	--
<u>ERTS</u>	ELECTRONIC ARTS	1.1%	0.60	--
<u>ESRX</u>	EXPRESS SCRIPTS, INC.	29.6%	0.76	196
<u>ETFC</u>	E*TRADE FINANCIAL CORPORATION	14.0%	0.72	44
<u>ETH</u>	ETHAN ALLEN INTERIORS INC.	41.0%	0.80	226
<u>EXPE</u>	EXPEDIA, INC.	66.3%	0.67	224

EXPR	EXPRESS, INC.	41.2%	0.37	176
EXR	EXTRA SPACE STORAGE	18.1%	0.00	--
EZPW	EZCORP, INC.	34.1%	0.00	--
F	FORD MOTOR CO.	77.8%	-0.04	143
FAST	FASTENAL CO.	77.6%	0.70	17
FBN	FURNITURE BRANDS INTERNATIONAL INC.	28.1%	0.06	62
FCF	FIRST COMMONWEALTH FINANCIAL CORP.	25.3%	0.00	--
FDO	FAMILY DOLLAR STORES, INC.	36.9%	-0.02	--
FDX	FEDEX CORPORATION	60.9%	0.81	58
FFBC	FIRST FINANCIAL BANCORP.	92.5%	0.00	--
FINL	THE FINISH LINE, INC.	94.3%	0.83	--
FITB	FIFTH THIRD BANCORP	26.9%	0.54	249
FL	FOOT LOCKER, INC.	7.7%	0.18	249
FLIR	FLIR SYSTEMS	63.3%	0.00	--
FLWS	1-800-FLOWERS.COM, INC.	98.0%	0.73	242
FMBI	FIRST MIDWEST BANCORP INC.	79.4%	0.00	--
FNB	F.N.B. CORPORATION	24.0%	0.66	122
FNFG	FIRST NIAGARA FINANCIAL GROUP INC.	58.6%	0.00	--
FOSL	FOSSIL	19.5%	0.36	21
FRED	FRED'S, INC.	46.2%	0.72	152
FRP	FAIRPOINT COMMUNICATIONS, INC.	45.9%	0.00	--
FRS	FRISCH'S RESTAURANTS, INC.	14.7%	0.12	6

<u>FTR</u>	FRONTIER COMMUNICATIONS CORPORATION	55.9%	0.00	--
<u>FULT</u>	FULTON FINANCIAL CORP.	23.3%	0.00	--
<u>FUN</u>	CEDAR FAIR LP	13.3%	0.77	166
<u>GBCI</u>	GLACIER BANCORP, INC.	29.9%	0.00	--
<u>GCI</u>	GANNETT CO.	13.8%	0.51	249
<u>GCO</u>	GENESCO, INC.	62.5%	0.77	79
<u>GE</u>	GENERAL ELECTRIC CO.	79.9%	0.49	249
<u>GES</u>	GUESS ?, INC.	42.7%	0.64	96
<u>GILD</u>	GILEAD SCIENCES, INC.	1.8%	0.47	210
<u>GIS</u>	GENERAL MILLS	28.9%	0.51	38
<u>GM</u>	GENERAL MOTORS COMPANY	30.8%	0.80	30
<u>GMAN</u>	GORDMANS STORES, INC.	99.3%	0.00	--
<u>GME</u>	GAMESTOP CORP.	69.4%	0.14	--
<u>GNC</u>	GNC HOLDINGS INC.	64.0%	0.00	--
<u>GNW</u>	GENWORTH FINANCIAL INC.	82.8%	0.00	--
<u>GOOG</u>	GOOGLE INC.	80.6%	0.63	210
<u>GPC</u>	GENUINE PARTS COMPANY	45.2%	0.45	84
<u>GPS</u>	THE GAP, INC.	49.8%	0.28	--
<u>GRMN</u>	GARMIN LTD.	92.8%	0.21	--
<u>GT</u>	GOODYEAR TIRE & RUBBER	55.4%	0.52	225
<u>GTIM</u>	GOOD TIMES RESTAURANTS INC.	78.7%	0.57	92
<u>H</u>	HYATT HOTELS CORPORATION	86.7%	0.80	102

<u>HANS</u>	HANSEN NATURAL CORPORATION	55.6%	0.00	--
<u>HAR</u>	HARMAN INTERNATIONAL INDUSTRIES INC.	83.9%	0.40	131
<u>HAS</u>	HASBRO INC.	98.9%	0.18	3
<u>HAST</u>	HASTINGS ENTERTAINMENT, INC.	50.9%	0.40	52
<u>HBAN</u>	HUNTINGTON BANCSHARES INC.	3.4%	0.88	168
<u>HD</u>	THE HOME DEPOT, INC.	50.2%	0.24	31
<u>HGG</u>	HHGREGG, INC.	37.5%	0.00	--
<u>HIG</u>	HARTFORD FINANCIAL SERVICES GROUP INC.	61.6%	0.00	--
<u>HIT</u>	HITACHI LTD.	71.7%	0.61	160
<u>HMC</u>	HONDA MOTOR CO., LTD.	22.2%	0.29	--
<u>HNZ</u>	HEINZ (H.J.)	97.0%	0.00	--
<u>HOG</u>	HARLEY-DAVIDSON, INC.	87.1%	0.83	75
<u>HON</u>	HONEYWELL INT'L INC.	8.8%	0.71	130
<u>HOT</u>	STARWOOD HOTELS & RESORTS WORLDWIDE INC.	30.5%	0.67	139
<u>HOTT</u>	HOT TOPIC, INC.	97.3%	-0.22	--
<u>HPQ</u>	HEWLETT-PACKARD COMPANY	48.9%	0.33	93
<u>HRB</u>	H&R BLOCK, INC.	60.4%	0.00	--
<u>HSNI</u>	HSN, INC.	47.1%	-0.22	176
<u>HST</u>	HOST HOTELS & RESORTS	20.1%	0.73	110
<u>HSY</u>	THE HERSHEY COMPANY	73.7%	0.00	--
<u>HTZ</u>	HERTZ GLOBAL HOLDINGS, INC.	43.9%	0.53	104

<u>HUM</u>	HUMANA INC.	17.6%	0.49	236
<u>IBM</u>	INTERNATIONAL BUSINESS MACHINES CORP.	44.6%	0.56	49
<u>IILG</u>	INTERVAL LEISURE GROUP, INC.	9.9%	0.71	129
<u>IMAX</u>	IMAX CORPORATION	94.6%	0.75	233
<u>IMKTA</u>	INGLES MARKETS, INCORPORATED	46.6%	0.57	62
<u>INFY</u>	INFOSYS LIMITED	99.6%	0.00	--
<u>INTC</u>	INTEL CORPORATION	56.6%	0.80	239
<u>INTU</u>	INTUIT INC.	12.0%	0.70	249
<u>ITW</u>	ILLINOIS TOOL WORKS INC.	45.3%	0.68	15
<u>JACK</u>	JACK IN THE BOX INC.	2.0%	0.57	152
<u>JAH</u>	JARDEN CORPORATION	31.2%	0.00	56
<u>JBLU</u>	JETBLUE AIRWAYS CORPORATION	27.8%	0.62	196
<u>JCP</u>	J.C. PENNEY CO., INC.	42.5%	0.61	177
<u>JNJ</u>	JOHNSON & JOHNSON	91.6%	0.52	205
<u>JNPR</u>	JUNIPER NETWORKS	90.5%	0.55	110
<u>JNY</u>	JONES APPAREL	68.5%	0.57	150
<u>JOSB</u>	JOS. A. BANK CLOTHIERS, INC.	15.6%	0.31	249
<u>JPM</u>	JP MORGAN CHASE & CO.	5.4%	0.91	160
<u>JWN</u>	NORDSTROM, INC.	90.3%	0.62	39
<u>K</u>	KELLOGG CO.	24.2%	0.00	--
<u>KBH</u>	KB HOME	34.8%	0.00	--
<u>KEY</u>	KEYCORP	2.9%	0.93	205

<u>KFT</u>	KRAFT FOODS INC.	35.1%	0.55	209
<u>KIRK</u>	KIRKLAND'S, INC.	51.6%	0.00	--
<u>KKD</u>	KRISPY KREME DOUGHNUTS	6.6%	0.63	249
<u>KMB</u>	KIMBERLY-CLARK	3.2%	0.52	154
<u>KMX</u>	CARMAX, INC.	69.9%	0.67	152
<u>KO</u>	THE COCA-COLA COMPANY	82.1%	0.67	--
<u>KONA</u>	KONA GRILL, INC.	48.4%	0.00	--
<u>KOSS</u>	KOSS CORPORATION	88.9%	0.00	--
<u>KR</u>	THE KROGER CO.	85.1%	0.42	156
<u>KSS</u>	KOHL S CORP.	35.8%	0.78	200
<u>KSWS</u>	K-SWISS INC.	25.8%	0.00	--
<u>L</u>	LOEWS CORPORATION	12.2%	0.81	234
<u>LAD</u>	LITHIA MOTORS, INC.	17.0%	0.49	244
<u>LCAPA</u>	LIBERTY CAPITAL GROUP	28.7%	0.72	127
<u>LCC</u>	US AIRWAYS GROUP, INC.	77.4%	0.28	37
<u>LEAP</u>	LEAP WIRELESS INTERNATIONAL INC.	93.2%	0.35	226
<u>LEN</u>	LENNAR CORP.	49.3%	0.00	--
<u>LII</u>	LENNOX INTERNATIONAL, INC.	92.3%	0.27	137
<u>LIZ</u>	LIZ CLAIBORNE	76.5%	0.35	48
<u>LL</u>	LUMBER LIQUIDATORS HOLDINGS, INC.	7.0%	0.44	231
<u>LLY</u>	ELI LILLY AND COMPANY	24.6%	0.58	32
<u>LM</u>	LEGG MASON INC.	5.0%	0.00	--

<u>LOW</u>	LOWE'S COS., INC.	80.1%	0.30	100
<u>LTD</u>	LIMITED BRANDS, INC.	63.4%	0.77	105
<u>LUV</u>	SOUTHWEST AIRLINES CO.	91.8%	0.55	188
<u>LUX</u>	LUXOTTICA GROUP SPA	42.8%	0.87	74
<u>LVB</u>	STEINWAY MUSICAL INSTRUMENTS, INC.	40.5%	0.44	156
<u>LVS</u>	LAS VEGAS SANDS CORP.	39.4%	0.60	186
<u>LXK</u>	LEXMARK INTERNATIONAL INC.	69.2%	0.53	61
<u>LYV</u>	LIVE NATION ENTERTAINMENT, INC.	93.4%	0.24	141
<u>LZB</u>	LA-Z-BOY INC.	9.5%	0.00	--
<u>M</u>	MACY S, INC.	4.3%	0.08	184
<u>MA</u>	MASTERCARD INCORPORATED	57.7%	0.35	60
<u>MALL</u>	PC MALL, INC.	76.7%	0.00	--
<u>MAR</u>	MARRIOTT INTERNATIONAL, INC.	26.7%	0.72	67
<u>MAS</u>	MASCO CORPORATION	19.0%	0.69	--
<u>MAT</u>	MATTEL INC.	97.7%	0.59	115
<u>MBFI</u>	MB FINANCIAL INC.	23.5%	0.00	--
<u>MCD</u>	MCDONALD'S	97.5%	0.57	124
<u>MCS</u>	THE MARCUS CORPORATION	11.1%	0.79	185
<u>MDS</u>	MIDAS, INC.	45.7%	0.57	9
<u>MDT</u>	MEDTRONIC, INC.	78.0%	0.68	64
<u>MED</u>	MEDIFAST, INC.	90.0%	0.54	205
<u>MET</u>	METLIFE, INC.	10.9%	0.44	61

<u>MHGC</u>	MORGANS HOTEL GROUP CO.	61.5%	0.38	37
<u>MHP</u>	MCGRAW-HILL	0.4%	0.53	40
<u>MJN</u>	MEAD JOHNSON	42.1%	-0.09	--
<u>MKTAY</u>	MAKITA CORPORATION	84.8%	0.50	143
<u>MMM</u>	3M CO.	22.9%	0.00	--
<u>MNRO</u>	MONRO MUFFLER BRAKE, INC.	15.8%	0.61	197
<u>MO</u>	ALTRIA GROUP	54.1%	0.73	22
<u>MOLX</u>	MOLEX INC.	64.2%	0.00	--
<u>MON</u>	MONSANTO CO.	20.4%	0.54	99
<u>MOV</u>	MOVADO	63.8%	0.07	100
<u>MRK</u>	MERCK & COMPANY, INC.	33.0%	0.70	249
<u>MS</u>	MORGAN STANLEY	27.6%	0.52	47
<u>MSFT</u>	MICROSOFT CORPORATION	5.2%	0.63	212
<u>MSG</u>	MADISON SQUARE GARDEN, INC.	9.3%	0.66	235
<u>MTB</u>	M&T BANK CORPORATION	35.7%	0.56	58
<u>MTN</u>	VAIL RESORTS, INC.	80.8%	0.53	240
<u>MW</u>	THE MEN S WEARHOUSE, INC.	96.8%	0.39	6
<u>MWW</u>	MONSTER WORLDWIDE	88.4%	0.65	234
<u>NAFC</u>	NASH-FINCH COMPANY	55.0%	0.00	--
<u>NAV</u>	NAVISTAR INTERNATIONAL CORP.	75.8%	0.17	114
<u>NFLX</u>	NETFLIX, INC.	84.1%	0.82	237
<u>NILE</u>	BLUE NILE, INC.	78.5%	0.22	--

<u>NKE</u>	NIKE, INC.	69.5%	0.76	29
<u>NLS</u>	NAUTILUS	68.3%	0.70	38
<u>NOK</u>	NOKIA CORPORATION	9.0%	-0.22	161
<u>NSC</u>	NORFOLK SOUTHERN CORPORATION	74.9%	0.00	--
<u>NTAP</u>	NETAPP, INC.	9.7%	-0.08	76
<u>NTRI</u>	NUTRISYSTEM	89.2%	0.63	51
<u>NTRS</u>	NORTHERN TRUST CORPORATION	52.2%	0.53	7
<u>NVDA</u>	NVIDIA CORPORATION	81.5%	0.59	99
<u>NVR</u>	NVR INC.	42.3%	0.00	--
<u>NWL</u>	NEWELL RUBBERMAID CO.	19.7%	0.76	--
<u>NWS</u>	NEWS CORPORATION	2.3%	0.76	228
<u>NWY</u>	NEW YORK & CO., INC.	10.6%	0.79	166
<u>OC</u>	OWENS CORNING INC.	70.6%	0.78	75
<u>OCN</u>	OCWEN FINANCIAL CORP.	67.9%	0.53	230
<u>ODP</u>	OFFICE DEPOT, INC.	33.3%	0.49	140
<u>OMX</u>	OFFICEMAX, INC.	57.0%	0.48	30
<u>ONB</u>	OLD NATIONAL BANCORP	24.7%	0.00	--
<u>ORCL</u>	ORACLE CORP.	41.9%	0.25	49
<u>ORLY</u>	O REILLY AUTOMOTIVE, INC.	21.7%	0.24	174
<u>OSTK</u>	OVERSTOCK.COM, INC.	45.0%	0.58	1
<u>OWW</u>	ORBITZ WORLDWIDE, INC.	65.4%	0.68	37
<u>P</u>	PANDORA MEDIA, INC.	33.5%	0.00	--

<u>PAG</u>	PENSKE AUTOMOTIVE GROUP, INC.	7.2%	0.51	117
<u>PAYX</u>	PAYCHEX INC.	19.9%	0.71	118
<u>PBCT</u>	PEOPLE'S UNITED FINANCIAL, INC.	86.2%	0.00	--
<u>PBI</u>	PITNEY-BOWES	43.2%	0.36	38
<u>PBY</u>	THE PEP BOYS-MANNY MOE & JACK	46.8%	0.71	237
<u>PC</u>	PANASONIC CORPORATION	60.6%	0.40	156
<u>PCCC</u>	PC CONNECTION, INC.	89.6%	0.00	--
<u>PCLN</u>	PRICELINE.COM, INC.	84.9%	0.65	241
<u>PCS</u>	METROPCS COMMUNICATIONS, INC.	75.4%	0.68	209
<u>PENN</u>	PENN NATIONAL GAMING INC.	2.5%	0.61	193
<u>PEP</u>	PEPSICO, INC.	59.5%	0.52	249
<u>PERF</u>	PERFUMANIA HOLDINGS, INC.	6.5%	0.00	--
<u>PETM</u>	PETSMART, INC.	54.7%	-0.10	--
<u>PETS</u>	PETMED EXPRESS, INC.	5.9%	0.81	1
<u>PFE</u>	PFIZER INC.	83.3%	0.34	192
<u>PGF</u>	PRINCIPAL FINANCIAL GROUP INC.	67.4%	0.00	--
<u>PFS</u>	PROVIDENT FINANCIAL SERVICES, INC.	4.5%	0.71	91
<u>PG</u>	PROCTER & GAMBLE	44.1%	0.63	72
<u>PGR</u>	PROGRESSIVE CORPORATION	35.3%	0.74	8
<u>PHG</u>	KONINKLIJKE PHILIPS ELECTRONICS NV	59.0%	0.45	249
<u>PHM</u>	PULTEGROUP, INC.	33.7%	0.85	30
<u>PII</u>	POLARIS INDUSTRIES, INC.	47.8%	0.74	152

<u>PIR</u>	PIER 1 IMPORTS, INC.	2.2%	0.36	249
<u>PLCE</u>	THE CHILDREN S PLACE RETAIL STORES, INC.	96.1%	0.28	144
<u>PM</u>	PHILIP MORRIS INTERNATIONAL	26.3%	0.82	113
<u>PNC</u>	PNC FINANCIAL SERVICES GROUP INC.	3.9%	0.52	249
<u>PNFP</u>	PINNACLE FINANCIAL PARTNERS INC.	25.4%	0.00	--
<u>PNRA</u>	PANERA BREAD COMPANY	47.0%	0.36	249
<u>PRSP</u>	PROSPERITY BANCSHARES INC.	3.0%	0.00	--
<u>PRU</u>	PRUDENTIAL FINANCIAL, INC.	25.6%	0.53	184
<u>PSA</u>	PUBLIC STORAGE	26.5%	-0.11	223
<u>PSS</u>	COLLECTIVE BRANDS, INC.	51.4%	0.30	249
<u>PSUN</u>	PACIFIC SUNWEAR OF CALIFORNIA, INC.	76.3%	0.47	--
<u>PX</u>	PRAXAIR, INC.	57.9%	0.00	--
<u>PZZA</u>	PAPA JOHN'S INT'L, INC.	65.6%	0.30	--
<u>PZZI</u>	PIZZA INN, INC.	72.2%	0.00	--
<u>QCOM</u>	QUALCOMM INCORPORATED	65.8%	0.46	1
<u>R</u>	RYDER SYSTEM	8.2%	0.00	--
<u>RAD</u>	RITE-AID CORP.	15.1%	0.46	174
<u>RAI</u>	REYNOLDS AMERICAN INC.	20.6%	0.00	--
<u>RCII</u>	RENT-A-CENTER, INC.	23.7%	0.59	23
<u>RCKY</u>	ROCKY BRANDS, INC.	13.6%	0.00	--
<u>RCL</u>	ROYAL CARIBBEAN CRUISES LTD.	57.2%	0.38	51
<u>RF</u>	REGIONS FINANCIAL CORP.	12.9%	0.95	134

<u>RGC</u>	REGAL ENTERTAINMENT GROUP	82.3%	0.27	249
<u>RGS</u>	REGIS CORPORATION	58.1%	0.73	249
<u>RHI</u>	ROBERT HALF INTERNATIONAL	29.4%	0.84	133
<u>RHT</u>	RED HAT INC.	84.4%	0.38	114
<u>RIMM</u>	RESEARCH IN MOTION LIMITED	100.0%	-0.57	92
<u>RJET</u>	REPUBLIC AIRWAYS HOLDINGS, INC.	73.1%	0.32	168
<u>RJF</u>	RAYMOND JAMES FINANCIAL INC.	86.0%	0.48	14
<u>RL</u>	POLO RALPH LAUREN CORP.	40.0%	0.48	157
<u>RLH</u>	RED LION HOTELS CORPORATION	56.5%	0.67	155
<u>ROST</u>	ROSS STORES, INC.	79.6%	-0.06	--
<u>RRGB</u>	RED ROBIN GOURMET BURGERS, INC.	41.8%	0.48	15
<u>RSH</u>	RADIOSHACK CORP.	57.5%	-0.02	232
<u>RT</u>	RUBY TUESDAY, INC.	70.1%	0.39	42
<u>RUE</u>	RUE21, INC.	88.0%	0.52	93
<u>RUTH</u>	RUTH'S HOSPITALITY GROUP, INC.	80.5%	0.00	--
<u>RY</u>	ROYAL BANK OF CANADA	93.7%	0.23	94
<u>S</u>	SPRINT NEXTEL CORPORATION	41.4%	0.36	--
<u>SATS</u>	ECHOSTAR CORPORATION	60.2%	0.53	112
<u>SAVE</u>	SPIRIT AIRLINES, INC.	52.0%	0.00	--
<u>SBH</u>	SALLY BEAUTY HOLDINGS, INC.	99.5%	0.54	44
<u>SBUX</u>	STARBUCKS	67.7%	0.72	44
<u>SCHW</u>	CHARLES SCHWAB CORPORATION	36.0%	0.89	210

SCVL	SHOE CARNIVAL, INC.	68.8%	0.23	125
SF	STIFEL FINANCIAL CORPORATION	43.0%	0.00	--
SFD	SMITHFIELD FOODS	46.1%	0.60	163
SHLD	SEARS HOLDINGS CORP.	40.3%	0.53	35
SHOO	STEVEN MADDEN, LTD.	34.6%	0.26	--
SHW	THE SHERWIN-WILLIAMS COMPANY	10.0%	0.54	249
SIG	SIGNET JEWELERS, LTD.	98.6%	0.27	79
SIX	SIX FLAGS ENTERTAINMENT CORP.	11.5%	0.78	162
SJM	SMUCKER (J.M.)	54.8%	0.47	178
SKS	SAKS, INC.	47.3%	0.65	249
SKX	SKECHERS USA INC.	62.7%	0.52	213
SLE	SARA LEE CORP.	16.3%	0.18	--
SLM	SLM CORPORATION	31.4%	0.88	45
SMRT	STEIN MART, INC.	61.8%	0.30	249
SNDK	SANDISK CORP.	95.3%	0.72	164
SNE	SONY CORPORATION	59.1%	0.65	83
SNI	SCRIPPS NETWORKS INTERACTIVE INC.	72.9%	0.69	238
SONC	SONIC CORPORATION	31.5%	0.00	--
SPCHB	SPORT CHALET, INC.	85.3%	0.00	--
SPLS	STAPLES, INC.	67.6%	0.58	158
SPTN	SPARTAN STORES, INC.	49.1%	0.46	46
SSI	STAGE STORES, INC.	74.7%	0.45	233

<u>STI</u>	SUNTRUST BANKS, INC.	77.1%	0.46	249
<u>STMP</u>	STAMPS.COM INC.	6.1%	0.00	--
<u>STNR</u>	STEINER LEISURE	36.4%	0.00	--
<u>STX</u>	SEAGATE TECHNOLOGY	18.3%	0.23	207
<u>STZ</u>	CONSTELLATION BRANDS	75.6%	0.00	--
<u>SUSQ</u>	SUSQUEHANNA BANCSHARES, INC.	14.5%	0.88	241
<u>SVU</u>	SUPERVALU, INC.	76.0%	0.70	46
<u>SWK</u>	STANLEY BLACK & DECKER	64.3%	0.39	249
<u>SWY</u>	SAFEWAY, INC.	90.1%	0.00	--
<u>SYMC</u>	SYMANTEC CORPORATION	62.9%	0.75	46
<u>SYX</u>	SYSTEMAX, INC.	38.9%	0.46	--
<u>I</u>	AT&T INC.	62.4%	0.85	33
<u>TAP</u>	MOLSON COORS BREWING COMPANY	95.7%	0.30	225
<u>TAST</u>	CARROLS RESTAURANT GROUP, INC.	34.9%	-0.21	242
<u>TCB</u>	TCF FINANCIAL CORPORATION	30.6%	0.49	9
<u>TD</u>	THE TORONTO-DOMINION BANK	46.4%	0.09	201
<u>TDS</u>	TELEPHONE & DATA SYSTEMS INC.	23.8%	0.46	137
<u>TEVA</u>	TEVA PHARMACEUTICAL INDUSTRIES LIMITED	83.0%	0.78	201
<u>TFM</u>	THE FRESH MARKET, INC.	84.2%	0.00	--
<u>TFSL</u>	TFS FINANCIAL CORPORATION	77.2%	0.00	--
<u>TGT</u>	TARGET CORP.	38.7%	0.20	249
<u>THC</u>	TENET HEALTHCARE CORP.	43.4%	0.84	41

<u>THI</u>	TIM HORTONS INC. (USA)	4.7%	0.53	48
<u>THO</u>	THOR INDUSTRIES INC.	95.9%	0.57	102
<u>TIF</u>	TIFFANY & CO.	38.2%	0.36	249
<u>TIVO</u>	TIVO INC.	74.4%	0.38	168
<u>TJX</u>	THE TJX COS., INC.	55.2%	-0.35	--
<u>TM</u>	TOYOTA MOTOR CORP.	37.1%	0.63	248
<u>TMK</u>	TORCHMARK CORP.	60.8%	0.87	31
<u>TOL</u>	TOLL BROTHERS INC.	47.5%	0.00	--
<u>TPX</u>	TEMPUR PEDIC INTERNATIONAL INC.	63.1%	0.00	--
<u>TRI</u>	THOMSON REUTERS CORP	83.5%	0.00	--
<u>TRLG</u>	TRUE RELIGION APPAREL	31.9%	0.57	62
<u>TRMK</u>	TRUSTMARK CORPORATION	50.4%	0.00	--
<u>TROW</u>	T. ROWE PRICE GROUP, INC.	22.4%	0.56	32
<u>TRV</u>	THE TRAVELERS COMPANIES, INC.	99.1%	0.51	94
<u>TSCO</u>	TRACTOR SUPPLY CO.	19.2%	0.59	187
<u>TSN</u>	TYSON FOODS	90.7%	0.58	131
<u>TTM</u>	TATA MOTORS LTD.	61.1%	0.83	115
<u>TUES</u>	TUESDAY MORNING CORP.	80.3%	0.50	246
<u>TWC</u>	TIME WARNER CABLE INC.	71.0%	0.61	3
<u>TWMC</u>	TRANS WORLD ENTERTAINMENT CORP.	87.8%	0.74	180
<u>TWX</u>	TIME WARNER INC.	1.4%	0.83	155
<u>TXN</u>	TEXAS INSTRUMENTS INCORPORATED	60.0%	0.50	15

<u>TXRH</u>	TEXAS ROADHOUSE, INC.	83.2%	0.31	10
<u>TYC</u>	TYCO INTERNATIONAL LTD.	14.2%	0.51	249
<u>TZOO</u>	TRAVELZOO INC.	88.5%	0.46	225
<u>UAL</u>	UNITED CONTINENTAL HOLDINGS, INC.	45.5%	0.73	183
<u>UBS</u>	UBS AG	50.5%	0.45	60
<u>UBSI</u>	UNITED BANKSHARES, INC.	35.5%	0.57	193
<u>UCBI</u>	UNITED COMMUNITY BANKS, INC.	22.6%	0.00	--
<u>UHAL</u>	AMERCO	31.7%	0.87	183
<u>ULTA</u>	ULTA SALON COSMETICS & FRAGRANCE, INC.	18.8%	0.48	114
<u>UMPQ</u>	UMPQUA HOLDINGS CORPORATION	71.5%	0.00	--
<u>UNH</u>	UNITEDHEALTH GROUP INCORPORATED	32.1%	0.80	90
<u>UNM</u>	UNUM GROUP	51.1%	-0.07	73
<u>UNP</u>	UNION PACIFIC CORPORATION	69.7%	0.69	49
<u>UPS</u>	UNITED PARCEL SERVICE, INC.	15.9%	0.30	104
<u>URBN</u>	URBAN OUTFITTERS, INC.	86.4%	0.36	102
<u>URI</u>	UNITED RENTALS, INC.	53.0%	0.77	97
<u>USB</u>	U.S. BANCORP	16.8%	0.46	249
<u>V</u>	VISA, INC.	57.3%	0.18	108
<u>VAL</u>	THE VALSPAR CORPORATION	78.9%	0.00	--
<u>VFC</u>	VF CORP.	62.0%	0.53	113
<u>VG</u>	VONAGE HOLDINGS CORPORATION	52.3%	0.29	3
<u>VIA-B</u>	VIACOM, INC.	87.5%	0.48	249

<u>VITC</u>	VITACOST.COM, INC.	37.8%	0.79	--
<u>VLGEA</u>	VILLAGE SUPER MARKET, INC.	65.9%	0.50	100
<u>VLY</u>	VALLEY NATIONAL BANCORP	93.9%	0.00	--
<u>VRA</u>	VERA BRADLEY DESIGNS, INC.	98.4%	0.56	212
<u>VRSN</u>	VERISIGN INC.	70.3%	0.00	--
<u>VSI</u>	VITAMIN SHOPPE, INC.	89.1%	0.40	225
<u>VVTV</u>	VALUEVISION MEDIA, INC.	95.0%	0.43	234
<u>VZ</u>	VERIZON COMMUNICATIONS INC.	8.4%	0.17	248
<u>WAG</u>	WALGREEN CO.	81.4%	0.18	205
<u>WBS</u>	WEBSTER FINANCIAL CORPORATION	5.6%	0.72	199
<u>WDC</u>	WESTERN DIGITAL CORP.	15.2%	0.47	185
<u>WEN</u>	WENDY'S	72.6%	0.41	211
<u>WEYS</u>	WEYCO GROUP INC.	24.9%	0.00	--
<u>WFC</u>	WELLS FARGO & COMPANY	12.7%	0.50	232
<u>WFM</u>	WHOLE FOODS MARKET, INC.	85.5%	0.22	28
<u>WGO</u>	WINNEBAGO INDUSTRIES INC.	97.8%	0.16	123
<u>WHR</u>	WHIRLPOOL CORPORATION	23.1%	0.69	58
<u>WIN</u>	WINDSTREAM CORPORATION	98.7%	0.52	142
<u>WINA</u>	WINMARK CORP.	36.7%	0.89	194
<u>WLP</u>	WELLPOINT INC.	82.6%	0.50	96
<u>WM</u>	WASTE MANAGEMENT INC.	82.4%	0.83	24
<u>WMAR</u>	WEST MARINE, INC.	81.9%	0.52	60

WMT	WAL-MART STORES, INC.	81.7%	-0.13	121
WPO	WASHINGTON POST CO.	5.7%	0.28	208
WSM	WILLIAMS-SONOMA, INC.	56.1%	0.68	228
WTSLA	THE WET SEAL, INC.	1.6%	0.51	89
WTW	WEIGHT WATCHERS	21.0%	0.74	46
WU	WESTERN UNION CO.	36.6%	0.48	110
WWE	WORLD WRESTLING ENTERTAINMENT INC.	87.6%	0.63	149
WYN	WYNDHAM WORLDWIDE CORPORATION	71.9%	0.31	249
WYNN	WYNN RESORTS LTD.	94.1%	0.81	28
YHOO	YAHOO! INC.	27.4%	0.64	249
YUM	YUM BRANDS	18.5%	0.15	60
ZION	ZIONS BANCORPORATION	84.6%	0.63	188
ZLC	ZALE CORP.	91.0%	0.42	--
ZUMZ	ZUMIEZ, INC.	55.7%	0.73	211
ZZ	SEALY CORPORATION	54.3%	0.66	--

Notes:

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

(2) Correlation = the optimal 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.

(3) Lag = the optimal correlation lag (in market days) between the brand loyalties changes and subsequent price movements.