

NEWS RELEASE

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Brady Investment Counsel LLC

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Brady Investment Counsel verified as GIPS compliant

Brady Investment Counsel LLC claims compliance with the Global Investment Performance Standards (GIPS). To obtain a compliant presentation contact David P. Brady, CFA, CIC, President Brady Investment Counsel LLC (email: david.brady@bradyinvestmentcounsel.com or tel. 630.845.1125.) An independent institutional performance evaluation service has verified that Brady Investment Counsel, LLC has met the requirements of Global Investment Performance Standards (GIPS®) for its large cap growth investment products.

Alpha Performance Verification Services of Richmond, VA recently reviewed Brady's composite results from inception on April 1, 2003 through Dec. 31, 2010 and found them in full compliance with GIPS standards. The service also verified performance disclosures of Brady's *Core Growth and Focus Composites* over the same seven-year and eight-month period.

GIPS standards help both consultants and institutional clients narrow the search for an investment manager. They provide a rigorous set of investment performance measurement standards adopted in 30 countries and recognized around the world for their unparalleled credibility, integrity, scope, and uniformity, enabling direct comparability of track records. They are designed to provide reliable performance metrics based on the principles of fair representation and full disclosure.

“We've separated ourselves from our peers by producing solid results and by employing a consistent, disciplined process measured by rigorous performance metrics. We are pleased to be recognized as being among an elite group of boutique firms who meet the industry's highest standard for accuracy and integrity,” said David P. Brady, CFA, CIC, President of Brady Investment Counsel LLC.

For institutional investors, the thoroughness of the GIPS standards and the requirement for composite reporting greatly improves transparency by eliminating survivorship biases, misrepresentations and omissions of historical data. Knowing an independently-managed firm adheres to GIPS standards is a way to evaluate firms of all sizes on a level playing field that gets beyond the subjective bias that bigger is better.

To our knowledge, one-quarter of U.S. investment firms are not GIPS compliant, and less than half of advisory firms with under \$500 million in assets under management have their performance certified as GIPS compliant, Brady said.

Brady Investment Counsel is an investment advisory firm providing proprietary investment counsel to individual and institutional clients at an industry-leading, low-cost fee structure. Prior to founding the firm in 2003, Brady was co-head of growth investments for Columbia Management Group and lead portfolio manager for Young Investor Fund, a socially responsible investment product. He earned *Money* magazine's Top 100 Mutual Funds award five consecutive years, from 1998 to 2002.