

Product Performance Summary

For the Period Ending June 30, 2010

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BRADY INVESTMENT COUNSEL LLC

INVESTMENT STRATEGIES								
Gross Returns and Index Comparables ¹								
BRADY EQUITY:	<u>1-YR</u>	<u>3-YR</u>	<u>5-YR</u>	<u>10-YR/INCEPT.</u>	<u>STRATEGY INCEPTION</u>		<u>STYLE</u>	<u>RISK</u>
CORE GROWTH	17.6%	-7.7%	1.0%	0.6%/9.8%	9/30/94	S&P=7.1%	Diverse Growth	Mod.
FOCUS²	24.9			-0.9	6/30/8	S&P=-8.4%	Focus Growth	High
ETF	17.2	-9.0	-2.5	-2.1	3/31/5	S&P=-0.6%	Diverse Growth	Mod-Low
BRADY BALANCED:	<u>1-YR</u>	<u>3-YR</u>	<u>5-YR</u>	<u>10-YR/INCEPT.</u>	<u>STRATEGY INCEPTION</u>			
MODERATE	12.0	-1.2	2.9	3.1	12/31/4	MBI=1.9%	Balanced Growth	50%-90% Equity
LOW-VOLATILITY	9.1	4.6	4.2	4.4	12/31/5	CBI=3.9%	Wealth Preserve	< 50% Equity
INDEX COMPS:	<u>1-YR</u>	<u>3-YR</u>	<u>5-YR</u>	<u>10-YR/INCEPT.</u>	<u>STRATEGY INCEPTION</u>			
S&P 500 INDEX	13.7	-10.0	-0.9	-1.7/7.1	Equity Market	9/30/94	Large Blend	Mod.
RUSSELL 1000 GROWTH INDEX	13.6	-6.9	0.4	-5.1/6.0	Invest. Style	9/30/94	Large Growth	Mod.
Mod. Balance Index (MBI)³	12.4	-2.8	2.0	1.9	60/40	12/31/4	Balanced	Low
Conservative Balance Index (CBI)⁴	11.1	2.4	3.9	3.9	30/70	12/31/5	Bal. Low Eq. Exp.	Very Low

¹Brady Strategy Composite Gross returns are size weighted, time weighted, include all expenses, include cash and are prior to our management fee. Please contact Brady Investment Counsel for additional Strategy information and GIPS compliant reporting tables. Past performance does not guarantee future performance.

² Representative account

³ Moderate Balance Index is 60% S&P 500 and 40% Intermediate-Term Bond

⁴ Conservative Balance Index is 30% S&P 500 and 70% Intermediate-Term Bond