

NEWS RELEASE

Tel. 630.845.1125
Mob. 630.453.0016

Brady Investment Counsel LLC

FOR IMMEDIATE RELEASE

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Brady Focus Strategy is PSN Bull & Bear Masters Top Gun

Geneva, Illinois – “We are very pleased.” said David P. Brady, CFA, CIC and manager of the Brady Focus investment strategy. “It marks the fourth time in our eight year history we have received Top Gun recognition and this one is especially rewarding. Bull & Bear Masters Top Gun indicates we have achieved superior investment performance for our clients by gaining more than the market when it advances and then holding onto their gains better than most when the market declines.”

The PSN Special Edition Bull & Bear Masters Top Gun is given by *Informa Investment Solutions* to top-10 managers in each of 52 investment style categories tracked through its PSN database. PSN Top Gun is a highly anticipated quarterly ranking and is used by institutional asset managers and investors. Brady Focus falls under the PSN large cap growth investment style category.

Brady went on to say, “Consider all the market has been through over the past three years: the financial meltdown, a flash crash, the ongoing crisis in Europe. Bull & Bear Masters Top Gun affirms our philosophy that the surest way to achieve superior risk-adjusted results is to invest in quality growth companies and maintain a long-term outlook.”

Criteria: The PSN universes were created using the information collected through the PSN investment manager questionnaire and use only gross of fee returns. Mutual fund and commingled fund products are not included in the universe. Products must have an R-Squared of 0.80 or greater relative to the style benchmark for a three year period ending September 30, 2011. Moreover, products must have an upside market capture over 100 and a downside market capture less

than 100 relative to the style benchmark. The top ten ratios of Upside Capture Ratio over Downside Capture Ratio become the PSN Bull & Bear Masters.

Upside Market Capture Ratio - The Up Market Capture Ratio measures the manager's performance in up markets relative to the performance of the market (index) itself. An up market is defined as any period (quarter) where the market's return is greater than or equal to zero. The higher the Up Market Capture Ratio, the better the manager grew capital during a market expansion. A value of 110 suggests that a manager's gain was 110% of the market's gain when the market was up.

Downside Market Capture Ratio - measures the manager's performance in down markets relative to the performance of the market (index) itself. A down market is defined as any period (quarter) where the market's return is less than zero. The lower the Down Market Capture Ratio, the better the manager protected capital during a market decline. A value of 90 suggests that a manager's losses were only 90% of the market's loss when the market was down.

Over the three-year period ending September 30, 2011, Brady Focus advanced at a 7.7% annual rate. The Brady Focus upside capture ratio was 112 and downside capture ratio was 98. For the same period the typical large cap growth peer product achieved a 2.8% annual rate of return with an average upside capture of 95 and downside capture ratio of 103. Measured over the three-year period ending September 30, 2011, Brady Focus outperformed 97 percent of its Bull & Bear Masters large cap growth peers and ranked 9th among 343 competing products. Please see www.bradyinvestmentcounsel.com/disclaimer.html for Brady Investment Counsel LLC disclosures and disclaimers.

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Please call with questions.

David P. Brady, CFA, CIC
President
Brady Investment Counsel LLC
www.bradyinvestmentcounsel.com