

Performance: Below are our performance results for both positive and negative insider signals 1999 to present as well as results over the past 12 months as of September 16, 2009. We update these measures quarterly and have a more extensive report available by request.

Positive Signals History 1999 - 2009			
	Number	Cap Ranged	
Cap Group	Signals	Rel Return	% Beat
BIG	554	5.54	56.5%
MID	1070	4.37	51.3%
SMALL	1624	5.15	49.0%
MICRO	1304	16.15	50.8%
All	4552	8.16	51.0%
> \$500 Mil	2282	4.96	51.8%

Last 12 months		
Number	Cap Ranged	
Signals	Rel Return	% Beat
35	32.53	62.9%
76	16.61	51.3%
86	32.23	60.5%
30	25.36	63.3%
227	26.14	58.1%
152	26.10	55.9%

Negative Signals History 1999 - 2009			
	Number	Cap Ranged	
Cap Group	Signals	Rel Return	% Beat
BIG	151	2.46	57.0%
MID	368	8.80	58.4%
SMALL	722	5.59	57.8%
MICRO	408	7.19	63.0%
ALL	1649	6.41	59.1%
> \$500 Mil	845	5.50	56.3%

Last 12 months		
Number	Cap Ranged	
Signals	Rel Return	% Beat
5	1.58	40.0%
13	-5.37	38.5%
22	-0.77	50.0%
8	-13.86	50.0%
48	-3.95	45.8%
31	-1.42	45.2%

Methodology: Cap Ranged Relative Return is calculated by subtracting, for every signal, over the same time period, the performance of an appropriate index based on each stock's market capitalization. Big Caps (5 Billion and greater) are compared to the S&P 500, Mid Caps (\$1 billion to \$5 billion) are compared to the S&P 400 Mid Cap Index, Small Caps (\$200 million to \$1 billion) are compared with the S&P 600 Small Cap Index, and the Micro Caps (\$200 million and smaller) are compared with the Russell 2000. For both positive and negative signals, the presence of Alpha is indicated above by those instances where the Cap Ranged Relative Return is positive (highlighted in green). % Beat is the percent of the signal sample that had a positive market adjusted return (> 0).

Delivery:

"Insider Stock Rankings" (daily) - provides detailed information on all changes to our signal model. Both positive and negative signals are included as well as brief rationale for our rank.

"Watch List Monitoring" (only when there is something to report) – provides detailed information about rank changes only in the stocks we monitor for you. It also includes a one year activity report as an attached pdf document. Changes to watch lists can be made through our website or by sending them to us.

"Weekly Macro Report" (weekly) – this report is published on Monday mornings and provides a very short synopsis of the prior week's insider trades as well as a review market sentiment.

"Insider Trading Highlights" (monthly) – this report is usually published in the first week of every month and provides concise information regarding the previous month's insider activity. Attached to it is a list of all the month's insider signals.

"Blog" – we've recently added a blog to our website that is authored by the four SmartInsider analysts that has relevant insider commentary as well as "one stop shop" for all our publications in chronological order. This is a great site for new users as all our information is in one place and provides a feel for our research flow. To get to the blog, click on "Blog" from our Main Menu page.

"Conference Calls" – we are happy to provide a monthly call or on an ad-hoc bases.

"User Questions" – see something you would like us to look at? Simply hit "reply" on any of our emails and ask away. We frequently get emails such as "There's been some selling in XYZ... Can you please have a look and let me know what you think?"

"Custom Reports" - we are happy to customize the presentation of insider data in a way that best meets your needs.