



FOR IMMEDIATE RELEASE

## Ford Equity Research Receives Prestigious Director's Choice Award for Fourth Quarter 2010

Charlotte, NC, February 7<sup>th</sup>, 2011 – Ford Equity Research, an independent research firm providing proprietary stock research for the past 40 years, is honored to receive a Director's Choice Award for the fourth quarter of 2010 from ConvergEx Group.

The Director's Choice award, announced by ConvergEx Group as part of its Jaywalk Independent Research Provider Performance Awards, acknowledges forward-thinking excellence in the overall business strategy of a particular Independent Research Provider (IRP).

"We are very pleased to receive the Director's Choice Award which acknowledges the ongoing investment in our research, improved reports and delivery systems which help improve our client's performance." said Tim Alward, CFA, President and CEO, Ford Equity Research.

The Ford investment process seeks to evaluate the relative performance potential of stocks by classifying them based on a complementary set of proprietary factors. These factors give valuable insight into operating earnings per share trends, relative valuation, and timeliness. Both the earnings momentum measure and the current valuation that result from the analysis of a company's stock are blended with a long-term and short-term price performance study to yield Ford's investment recommendation.

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### About Ford Equity Research

Since 1970, Ford Equity Research has built a reputation of excellence in providing high-quality fundamental data, stock selection models, stock ratings and analytical tools. Investment managers across the country choose its stock selection models because of meticulous data cleaning and the reliability of results.

The Ford Research Report universe consists of over 4,000 companies including over 400 foreign-based companies trading on U.S. exchanges and over 400 Canadian companies traded on both U.S. and Canadian exchanges. For each company, a weekly multi-page report is produced that details Ford's most current recommendation based on a systematic review that takes into account company fundamentals and price performance.



### Investment Philosophy

At Ford Equity Research we believe that trends in a company's earnings per share are the most important factors driving its stock price. For this reason, our proprietary analysis focuses on using operating earnings per share (collected and adjusted by our analyst team) to measure growth rate changes and relative valuation. Using historical stock price movement as an additional input into our analysis helps to confirm our individual stock ratings.

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