

SBI Pure Strategy Portfolio Overview

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Investment Overview

The SBI Pure Valuation-Profitability Stock Portfolio uses a proprietary methodology to identify and invest in a focused portfolio of no more than 20 stocks. Stocks are equally weighted and are rebalanced when one becomes significantly under or over weighted. There is no explicit market-cap constraint on the stocks considered for the portfolio, but the methodology favors smaller stocks. Funds are invested at least 95% in US stocks, with the remainder invested in cash. No attempt is made to anticipate and time broad market movements.

Each month, US stocks are screened based on balance sheet, projected earnings, revenues, dividends, price ratios, and trading volume. Those meeting the established criteria are then considered for inclusion in the portfolio.

A stock is sold and replaced when it fails to meet the established criteria. Price based selling criteria, such as stop loss orders, are not employed.

Investment Process

STEP 1

Low Net Worth Stocks

Stocks with low or even negative net worth are selected.

STEP 2

High Dividend Yield

Screen stocks for a high dividend yield.

STEP 3

Valuation and Risk Control

Further screen using various price ratios and limit risk by focusing on company size and sector concentration.

STEP 4

Sell Discipline

Hold stocks as long as they meet established criteria. Sell a stock when it fails a criterion and replace it with the next best alternative.



strategy based investing

INCLUDED IN THIS DOCUMENT

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THE STRATEGY BASED INVESTING SYSTEM

SBI OVERVIEW

Strategy Based Investing is a better way to think about asset managers, making it easier to understand the investment process, form meaningful peer groups, evaluate performance, and build better investment portfolios. While our search started with a focus on building a better framework for categorizing managers, it has since evolved into a superior methodology for building fund and individual stock portfolios.

After years of conducting our own research, we concluded that the two most important pieces of information regarding an active investment manager are:

- 1) The investment strategy being pursued and
- 2) How consistently it is being pursued.

Indeed, many in the industry find it much more intuitive and natural to examine managers in terms of strategy. Thus was born Strategy Based Investing or SBI for short.

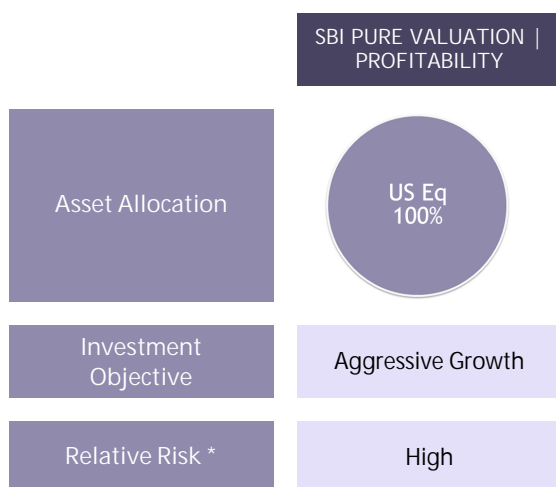
Using a carefully researched, patent pending methodology, we gathered more than 45,000 pieces of strategy information from US and International equity open end active mutual fund prospectus (roughly 3,500 funds, ignoring share classes, in total). Enough information was gathered to strategy identify virtually all of these funds. The equity strategies are listed and defined on the right side of this page.

We use this unique and powerful set of information to manage portfolios in a whole new way.

EQUITY STRATEGIES

Competitive Position	Fund managers seek companies with traits such as high-quality management, defensible market position and a track record of innovation.
Economic Conditions	Fund managers start with a top-down approach and, using macro-economic forecasting, work their way down to favored industries and stocks.
Future Growth	Fund managers search for companies poised to grow rapidly relative to others, but are not limited to stocks that traditionally fall under the "growth" category.
Market Conditions	Fund managers take into consideration a stock's recent price and volume history relative to the market and similar stocks as well as the overall stock market conditions.
Opportunity	Employing strategies popular with hedge funds, these managers focus on market imbalances that are driven by events such as earnings surprises, mergers and acquisitions, spin-offs and companies "going private."
Profitability	Fund managers favor companies with impressive gross, operating and net margins and/or return on equity.
Quantitative	Fund managers using mathematical and statistical modeling with little or no regard to company or market fundamentals.
Risk	Fund managers look to control overall risk, with increasing returns as a secondary consideration.
Social Considerations	Corporate social responsibility, ecological awareness or religious tenets are a factor for these fund managers when selecting companies. The fund manager may look for these traits or for a lack of these traits.
Valuation	Fund managers use financial information to determine stock valuations and invest in companies that are underpriced, but are not limited to stocks that have traditionally been labeled as "value."

SBI PURE STRATEGY PORTFOLIO COMPARISON



* The relative risk profile shows our assessment of the potential volatility of the SBI Portfolios relative to one another and should not be used to compare the Portfolios to other types of investments.

SBI PURE VALUATION | PROFITABILITY PORTFOLIO

Investment Objective

Long-term capital appreciation with little consideration for income generation. Intended for investors who can tolerate the short-term volatility of US equity markets in the pursuit of longer-term returns.

Investment Strategy

The manager pursues a Valuation-Profitability strategy. The Portfolio is invested in less than 10 US stocks and at times ADR's, with a small amount invested in US money market funds for liquidity. Stocks are selected using the Investment Process described on Page 1.

Portfolio Characteristics

Investment Manager

C. Thomas Howard, PhD

Minimum Investment

\$100,000

Target Portfolio Turnover

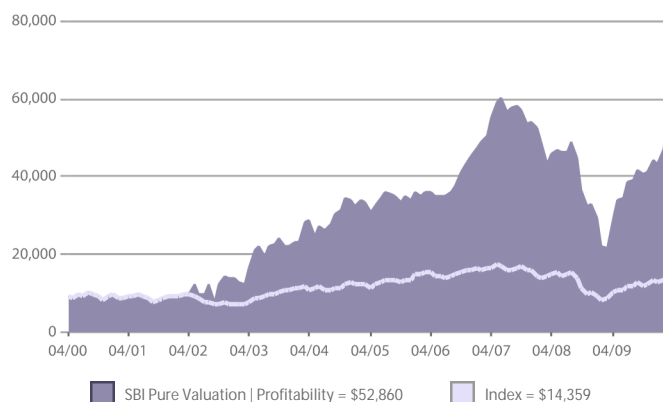
100% Annually

Target Allocation



Performance Summary

Ten Year Hypothetical Growth of \$10,000

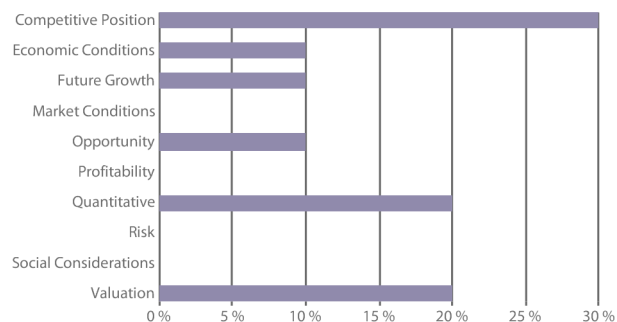


Performance Versus Benchmark

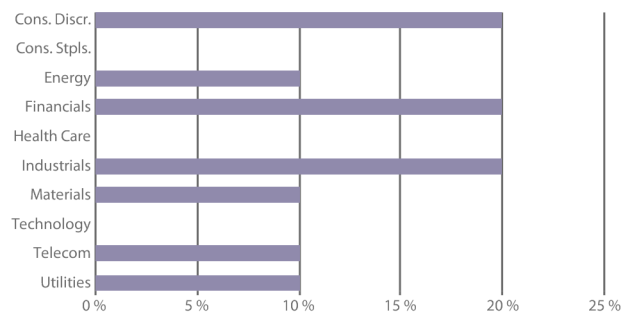


Holdings Analysis

Strategy Allocation



Sector Allocation



Annual Returns

Year	Portfolio	Index*	Alpha	Three Year	Portfolio	Index
2010 YTD	19.8	8.8	11.0	Std Dev	35.1	25.5
2009	33.2	27.2	6.1	Beta	1.1	
2008	-38.7	-33.8	-4.9	R-Sqrd	0.7	
2007	19.8	-1.5	21.3	Upside	1.2	
2006	32.0	18.3	13.6	Downside	0.9	
2005	-0.1	4.6	-4.7			
2004	53.1	18.3	34.8	Period	Portfolio	Index
2003	59.5	47.3	12.3	1 Yr	145.7	62.8
2002	53.6	-20.5	74.1	3 Yr Ann	2.4	-4.0
2001	1.5	2.5	-1.0	5 Yr Ann	10.5	3.4
2000**	-10.1	-9.4	-0.7	10 Yr Ann	19.3	3.7

Portfolio Statistics

Fees and Expenses

	Monthly	Annual	
First \$500,000	0.08%	1.00%	Note: All rate fee schedules for accounts with greater than \$1 million are negotiable. In certain circumstances, fees may be reduced at AthenInvest's discretion.
Next \$500,000	0.06%	0.75%	
Over \$1,000,000	Negotiable	Negotiable	

NOTES: * The Index for the SBI Pure Valuation | Profitability Portfolio is comprised of 100% Russell 2000 Index. 2000 ** Return is Apr - Dec and is not annualized. | Based on pre-inception data prior to Jul 01, 2002. After that, actual performance is reported. Actual results include maximum 1% management fee, all custodial costs, and all fund fees if applicable. See further disclosures at the end of brochure. PAST PERFORMANCE IS NO GUARANTEE OF FUTURE PERFORMANCE.

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About AthenaInvest Advisors

AthenaInvest is an Englewood, Colorado-based asset manager founded in 2005. We focus on successful active managers who are pursuing successful strategies. We have developed a carefully researched, patent pending methodology called Strategy Based Investing (SBI), along with a powerful US and international equity analytical engine which identifies successful strategy managers and their holdings.

We offer a range of SBI investment products and data services to the financial advisor, investment consultant, and asset manager segments of the financial services industry. For more information about AthenaInvest or Strategy Based Investing, please visit us on the web:

www.athenainvest.com



ATHENA INVEST™

AthenaInvest Advisors LLC
6501 E. Bellevue Ave., Suite 140
Englewood, CO 80111

877.430.5675
www.athenainvest.com

Disclosures

An investment utilizing our investment methodologies involve significant risks, including the potential risk of loss of a substantial portion (or all) of the amount invested. This document is informational in nature and for use only by sophisticated investors who meet certain minimum financial requirements. Our investment program may not be suitable for all types of investors.

The SBI Pure Portfolios are highly focused, with 10 equally weighted stock positions. As a result, the portfolios are more volatile than is the broad equity market as a whole. The portfolio manager attempts to control risk by controlling sector allocations and the size of the stocks in the portfolio. The returns are largely uncorrelated with the appropriate market indices and thus annual returns can differ significantly from broad equity market returns.

This information is not intended to constitute legal, tax, accounting or investment advice. Prospective clients should consult their own advisors about such matters. No independent party has audited the hypothetical model portfolio performances, nor has any independent party undertaken to confirm that the model adheres to the assumptions or conditions specified in our investment theses.

There are risks involved with investing, including the risk of loss of principal. There is no assurance that the investment process will consistently lead to successful results. An investment concentrated in sectors and industries may involve greater risk and volatility than a more diversified investment. Nothing herein is intended to imply that an investment in our investment methodology may be considered "conservative," "safe," "risk free" or "risk averse." No regulatory authority has passed upon or endorsed this summary or the merits of an investment using our strategy.

Information concerning portfolio holdings, strategy and sector allocations is representative of the target portfolio for this SBI portfolio and does not necessarily reflect an actual client account. Actual portfolios may differ as a result of client-imposed investment restrictions, the timing of client investments and market, economic and individual stock considerations. The holdings shown should not be considered a recommendation or solicitation to buy or sell any particular security, do not represent all of the securities purchased, sold or recommended for any particular advisory client, and in the aggregate may represent only a small percentage of an account's portfolio holdings. You should not assume that an investment in any of the securities was or will be profitable. All of the information included in this brochure is current as of the date indicated and is subject to change. Certain information has been obtained from various third-party sources believed to be reliable, but we cannot guarantee its accuracy or completeness.

PAST PERFORMANCE DOES NOT GUARANTEE OR INDICATE FUTURE RESULTS.

The performance information shown reflects the performance of a model portfolio that does not necessarily reflect the performance that any particular client account investing in the same or similar securities may have had during the period. Actual account performance is likely to differ from the composite performance shown for a variety of reasons, including but not limited to: differences in market conditions, portfolio turnover, and in the number, types, availability and diversity of securities that can be purchased; economies of scale and other factors applicable to the management of separate accounts; client-imposed investment restrictions; the timing of client investments and withdrawals; the deduction of taxes; tax considerations; and other factors. Model portfolio and index performance results reflect realized and unrealized appreciation and the reinvestment of dividends, interest and/or capital gains. Taxes have not been deducted. Custodians and brokers may charge different fees for custody and trading services. AthenaInvest's maximum management fee of 1% is deducted monthly and is netted from the returns reported.

Charts and statistics that contain information prior to the portfolio launch date contain data based on the assumption that the portfolio earned the same monthly total return on the Russell 2000 Index. The performance data presented in this brochure does not reflect performance of an actual client's account. Actual investment in the SBI Portfolios may result in different performance from what is presented in the model.

PRE-INCEPTION MODEL PORTFOLIO METHODOLOGY: Prior to the initiation date of an SBI Pure Portfolio, the portfolio is assumed to have earned the same monthly return as its associated benchmark. In the case of the SBI Pure Valuation | Profitability Portfolio, the benchmark is the Russell 2000 Total Return Index.

In addition, please note that the results of the hypothetical portfolio testing we have performed to attempt to validate our investment methodology must be viewed carefully. Model performance results are provided strictly for educational and illustrative purposes only, and may not be a reliable indicator of future investment results over any particular time period. We do not yet have full actual performance results across the modeling period from client trading to be able in any meaningful way to compare actual results with those of the model. Accordingly, please note the following:

- The model performance was derived from the retroactive application of a methodology that was developed with the benefit of hindsight. Hypothetical or simulated performance results have inherent limits. Unlike an actual performance record, simulated investments do not represent actual investments. Also, since the investments were not actually executed, the results may have over or under compensated for the impact, if any, of certain market factors that can impact the performances of stocks by reason of the securities trading activities such as lack of liquidity, money flow, interest and exchange rates, economic and/or political conditions and other factors. Results may have been better or worse than the results portrayed. No representation is being made that any account will or is likely to achieve profits or losses similar to those achieved by the simulated investments.
- While our methodology is quantitatively based on a variety of data, we may make subjective decisions on whether to follow the model's recommendation on a buy or sell decision. For example, major economic events and market conditions such as major wars, recessions, and very volatile markets could influence investment decisions. Accordingly, the model results may not reflect the effect of material economic and market factors on decision-making if we were actually managing investments during the periods indicated.
- While the results presented are based on certain assumptions that are believed to reflect actual trading conditions, these assumptions may not include all variables that can affect, or have affected in the past, the execution of trades indicated. Furthermore, the individual stocks selected through the model change as time passes such that there can be no guarantee that stocks used in the past for actual or model results will be available for investment in the future.
- There is always potential for loss of capital with an investment using our model over any particular time period. There is no assurance that investors will not lose capital.
- Complete information about how the model performance was generated is available on request.

Market indexes are included in these materials only for comparative purposes and as context reflecting general market results. In addition, as noted above, we use as a benchmark an index comprised of Russell 2000 Index. These benchmarks are used for a general performance guideline of the various portfolios based on the size of US equity stocks in the portfolio. Our methodology does not seek to replicate the composition, or mirror the performance or volatility, of any such index, and can be expected to have investments that differ substantially from the securities or other instruments included in any such index. Accordingly, no representation is made that the performance or volatility of Our methodology will track or otherwise reflect any particular index. Index returns may not reflect transaction costs or the deduction of fees and it is not possible to invest directly in an index.

The Russell 2000 Index measures the performance of the small-cap segment of the U.S. equity universe. The Russell 2000 Index is a subset of the Russell 3000® Index representing approximately 8% of the total market capitalization of that index. It includes approximately 2,000 of the smallest securities based on a combination of their market cap and current index membership.

The Russell 2000 is constructed to provide a comprehensive and unbiased small-cap barometer and is completely reconstituted annually to ensure larger stocks do not distort the performance and characteristics of the true small-cap opportunity set.

This information is not intended to be complete, and material aspects of the descriptions contained herein may change at any time. While the information prepared in this summary is believed to be accurate, we make no express warranty as to the completeness nor can we accept responsibility for errors made in good faith.

SOURCES: March 2010 AthenaInvest and Thomson Reuters Financial databases