



Ford Equity Research Receives Best Bullish Stock Selection Award for Third Quarter 2010

San Diego, November 8, 2010 – Ford Equity Research, an independent research firm providing proprietary stock research for the past 40 years, is honored to receive a Best Bullish Stock Selection award from ConvergeX Group.

“We are very pleased to receive a Jaywalk Independent Research Provider Performance Award for Best Bullish Stock Selection in the Third Quarter of 2010. In 2010 we are returning to the historical norm of performance in companies with accelerating earnings growth that are not overvalued. 2009 stock performance was dominated by the performance of low quality companies bouncing back from being crushed in the market downturn. Currently there are many companies showing very good sales and earnings growth that are still undervalued. Combine that with plenty of liquidity and you have a recipe for good equity performance!” Timothy Alward, CFA, President and CEO, Ford Equity Research.

Ford’s internal audit of its buy, hold and sell recommendations shows strong performance for the last 12 months with small to mid cap companies leading and large cap catching up especially in the last quarter.

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.

Contact: Allison Cook

IER@fordequity.com

800-842-0207