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Investing Success Today Requires Sharp Strategies

We've all heard the phrases ... "You work hard for your money. Make sure your money is working hard for you." Sounds like a lot of work that really requires specialized knowledge and expertise. But how exactly do we go about making our money work for us, especially with the volatility in today's stock and economic markets? Get yourself a Sharp investment advisor.

You need someone who has over 20 years investing experience, conducted research in value investing strategies for Portland State University, taught courses in the MBA program at PSU and has a PhD in Finance, Economics and Statistics. It would also be nice if this person was analytical, but practical, well-informed and made tightly controlled investment decisions with a mathematician's approach. Meet Daniel Sharp, an independent, dynamic, successful entrepreneur and expert in value investing and the stock market.

Putting his knowledge and capabilities to work, in 1995, Dan formed Sharp Investments, and now provides investment management to dozens of individuals and companies. An independent, family-owned, fee-based advisory firm that offers personalized management with no minimum portfolio size. With clients ranging from a few thousand dollars to millions, accounts are managed according to individual investment plans developed specifically for each client, giving a personalized approach to each portfolio. Direct advisor-to-client contact results in efficient, convenient communication and reporting to the firm's clients in 17 states. The combination of education-based value investing with superior hassle-free service gives Sharp clients an edge. Helping them manage their retirement, 401k and investments with a

single-minded approach called “value investing.” Sharp Investments buys long-term holdings that may go against short-term conventional wisdom in order to produce superior returns.

(MORE)

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What is “Value Investing?”

Value Investing is the art of selecting securities that are selling for less than their intrinsic economic value. Value stocks are frequently unpopular, out of favor companies with some sort of perceived problem that makes them repulsive to most investors. Conversely, growth stocks are popular, high growth stocks that are priced at a premium and have usually performed well recently. Stocks that are popular, glamorous, and have great prospects are widely followed and purchased, garner lots of attention, and are attractive to the vast majority of investors, who love consensus. Stocks that are unpopular, boring and have poor prospects are neglected, get little attention, and are uninteresting to the majority of investors. While popularity can change overnight, unpopularity usually takes a good part of a market cycle to reverse itself. Buying a value stock means possibly having to wait for several years in order to see the reversal.

The reward? Value stocks have returned 18% annually over the last 60 years, compared to 10% for the market in general and 7% for growth. The moral: A great company is not always a great investment, and a poor company is not always a poor investment. Too many investors fail to recognize this.

Investing cycles run in three to five year cycles. We are in Year One of a strong value cycle. Over long periods of time no strategy has produced better returns than investing in undervalued companies. The Internet and technology craze is over and investors are turning back to undervalued companies. Over the last 12 months: The Dow is down over 10%; The NASDAQ is down over 50%; Value-based investing is UP over 30%. Sharp Investments value investing strategy has produced much better returns than the value indexes this year.

Sharp Investments investing philosophy and success is based on four main principles:

- *Personalized Portfolio Management
- *Cost-Effective Money Management
- *Unbiased and Independent Management
- *Quality Control Investing

The Big Secret of Investing

Picking stocks is almost pure luck; Managing stocks is almost pure skill.

Placing your life savings with an investment manager is a matter of trust. Do you have the necessary skills and time to make your money work harder for you, so someday you don't have to work? Sharp Investments treats your money like it is their own, utilizing long-term historically successful strategies to provide superior returns. Call 503-520-5000 or go to www.sharpinvestments.com for more information.

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