

## CORE EQUITY STRATEGY

### INVESTMENT PHILOSOPHY

June 30, 2010

#### Objective

Kovitz Investment Group® seeks long-term capital appreciation of client assets through high risk-adjusted returns. To accomplish this objective, we emphasize the preservation of capital primarily by investing in mid to large cap companies we believe to be significantly undervalued.

#### Approach

Kovitz Investment Group® strives to achieve superior long-term performance through the purchase of equity securities of competitively advantaged and financially strong companies at prices substantially less than our assessment of their intrinsic (business) value. As such, we don't regard ourselves as traders of stocks, but rather as part owners of tangible businesses. We determine intrinsic (business) values through fundamental principles of financial statement analysis and established disciplines, which we apply consistently in all market environments.

#### Advantage

We believe equities purchased at prices significantly below their intrinsic worth should protect capital from significant loss and should also appreciate substantially when the market ultimately recognizes business value. Our critical research and buy discipline gives us confidence to establish concentrated portfolios where our best ideas can have meaningful impact on performance.

### HISTORICAL PERFORMANCE

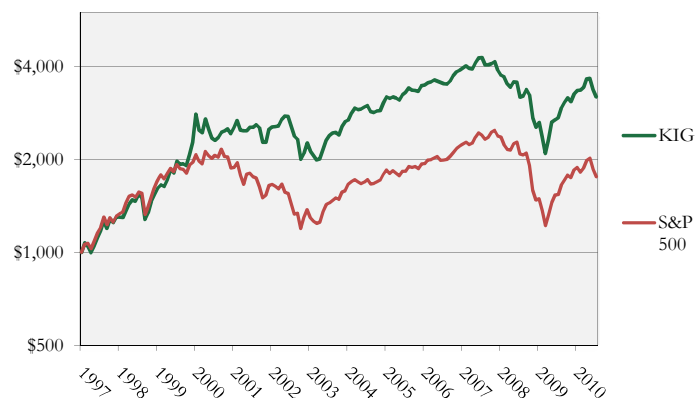
#### Annualized Performance (Net of Fees)

	<b>KIG</b>	<b>S&amp;P 500</b>
YTD	-4.53%	-6.65%
1 Year	17.12%	14.43%
5 Year	-0.65%	-0.79%
10 Year	3.30%	-1.59%
Since Incep. (1/1/97)	8.98%	4.28%

#### Cumulative Performance (Net of Fees)

	<b>KIG</b>	<b>S&amp;P 500</b>
YTD	-4.53%	-6.65%
1 Year	17.12%	14.43%
5 Year	-3.20%	-3.91%
10 Year	38.34%	-14.78%
Since Incep. (1/1/97)	219.45%	76.13%

### GROWTH OF \$1,000 INVESTMENT



### PORTFOLIO CHARACTERISTICS

	<b>KIG</b>	<b>S&amp;P 500</b>
Beta	0.97	1.00
Price/Earnings	18.2x	16.4x
Median Mkt Cap (MM)	\$39,863	\$8,190
Dividend Yield	1.97%	2.12%
Sharpe Ratio (5%)	0.21	-0.04
<b>Drawdown Analysis</b>		
2008 Drawdown	-29.9%	-37.0%
Months to Recover	TBD	TBD
Prev. Max Drawdown	-29.0%	-44.7%
Months to Recover	11	49

### SECTOR DISTRIBUTIONS

Consumer Discretionary	15.61%
Consumer Staples	24.65%
Energy	2.43%
Financials	21.25%
Healthcare	12.01%
Industrials	13.18%
Information Technology	7.35%
Materials	1.39%
Telecommunication Services	2.13%
Utilities	0.00%

### TOP 10 HOLDINGS

Company	% of Portfolio
BERKSHIRE HATHAWAY	7.6%
WAL-MART STORES	5.8%
WALGREEN	5.2%
LOWES	4.4%
BANK NEW YORK MELLON	3.8%
PROCTER & GAMBLE	3.8%
AUTOMATIC DATA PROCESSING	3.7%
BOEING	3.6%
ACCENTURE	3.4%
BED BATH & BEYOND	3.3%
Total (% of Assets)	44.6%



# KOVITZ INVESTMENT GROUP

*Capital Ideas.®*

## ANNUAL PERFORMANCE

Year	As of December 31st							Supplemental *	
	Gross Return	Net Return	S&P 500 Total Return	Disper - sion	# of Portfolios	Composite Assets (\$ mil)	% of Firm Assets	Net Return incl. Carve-Outs	% of Firm Assets
1997	31.43%	29.96%	33.36%	-	139	50.4	12%	-	-
1998	25.90%	24.47%	28.58%	-	146	62.6	12%	-	-
1999	75.43%	73.50%	21.04%	-	159	92.5	14%	-	-
2000	-8.47%	-9.62%	-9.11%	-	116	50.0	6%	-	-
2001	1.89%	0.62%	-11.88%	-	189	77.5	10%	-	-
2002	-15.64%	-16.71%	-22.10%	4.40%	165	95.2	13%	-	-
2003	28.11%	26.55%	28.68%	4.00%	192	103.5	27%	-	-
2004	20.17%	18.69%	10.88%	3.25%	299	152.4	25%	-	-
2005	10.68%	9.32%	4.91%	2.43%	456	259.3	34%	-	-
2006	14.88%	13.47%	15.79%	2.44%	664	365.4	39%	-	-
2007	-3.88%	-5.08%	5.50%	4.14%	746	402.1	38%	-	-
2008	-28.98%	-29.89%	-37.00%	2.55%	662	298.6	28%	-	-
2009	28.51%	26.94%	26.45%	3.70%	782	435.0	30%	-	-
2010	-3.93%	-4.53%	-6.65%	-	304	128.5	8%	-4.52%	33%

### Disclosures

Kovitz Investment Group, LLC® (KIG®), an investment adviser registered under the Investment Advisors Act of 1940, manages equity, fixed-income, and balanced portfolios for its clients. KIG has established one composite (the Composite) for all fee-paying equity accounts where it has full discretionary authority to manage such accounts according to its "Long Equity" strategy. KIG excludes sub-advised accounts and other accounts where it does not have full discretionary authority to manage the accounts according to such strategy.

The Composite was established on January 1, 1997. For the period January 1, 1997 through December 31, 2001, there was no minimum asset size required to be included in the Composite. For the period January 1, 2002 through the effective date hereof, the minimum asset size to be included in the Composite was \$100,000 in equity investments. From January 1, 1997 through September 30, 2003 the Composite was comprised of accounts managed at another adviser. Effective January 1, 2000 performance results and assets under management no longer include portfolios managed by a manager at that adviser who made a change in investment style. KIG began operations as a separate, legal entity effective October 1, 2003. The persons currently responsible for the Composite performance at KIG have been primarily responsible for achieving the performance throughout the entire period shown. All accounts in the Composite have been managed in a substantially similar manner throughout the entire period.

The Composite performance is derived from accounts holding only equities (and cash, where applicable). The "Net Return" performance is calculated by deducting .1042% each month from each Composite account for the maximum fee charged to any KIG equity account of 1.25% annually. KIG's standard equity fee schedule is: 1.25% per year of assets up to \$5 million; 1% of assets of \$5 - \$10 million; 0.75% of assets of \$10 - \$25 million; and 0.5% of assets over \$25 million. Such fees are negotiable. Additional information regarding policies for calculating and reporting returns is available upon request. A complete description of KIG's composites is available upon request. Composite returns shown do not include the reinvestment of dividends. The dispersion measure shown is an asset-weighted standard deviation calculation.

KIG compares its Composite returns to the S&P 500 Index (the Index), which KIG believes is an appropriate benchmark based on the equities comprising the Index. The Index performance is gross of any transaction costs, management fees or other fees, and assumes reinvestment of dividends into the Index.

Performance shown under "Net Return incl. Carve-Outs" includes equities that have been "carved out" of balanced accounts, which typically include equities, bonds, and cash, and cash performance based on a hypothetical pro-rata cash allocation. Beginning January 1, 2010, the Global Investment Performance Standards (GIPS®) do not allow performance of equities held in multiple asset class portfolios to be "carved out" and included in the performance calculation of a single asset class composite. This Supplemental Information shows Composite performance as if the rule change did not occur, and the construction criteria and fee calculation procedures for this performance are the same as those described above.

KIG claims compliance with GIPS® and has prepared and presented this report in compliance with GIPS®. KIG has been independently verified (on a calendar year basis) for the period from inception (January 1, 1997) to December 31, 2008. The verification reports are available upon request.

The description of products, services, and performance results of KIG contained herein is not an offering or a solicitation of any kind. Past performance is not an indication of, and does not guarantee future results. Securities investments are subject to risk and may lose value. All of the above information is believed to be accurate and correct as of the date set forth. KIG does not have an obligation to update such information.

The term "Portfolio" as used or applied in the Portfolio Characteristics and Sector Distributions sections of this Fact Sheet is defined as a subset of Composite holdings consisting of its 40 largest equity positions by market value and is maintained as one asset-weighted portfolio derived from such holdings in KIG discretionary fee-paying accounts in the Composite. The data in these sections is unaudited and covers the period since inception, where applicable.