



Wall & Company
GLOBAL CAPITAL
MANAGEMENT

News Release

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Not Losing..... Can Be A Winning Investment Strategy.

MONEY MANAGER REVIEW RANKS INVESTMENT MANAGEMENT FIRM, WALL & CO. A TOP PERFORMER AMONG GLOBAL EQUITY MANAGERS OVER TEN-YEAR PERIOD.

February 24, 2011 – Minimizing client losses during the past 10 years earned Asheville, North Carolina investment advisory firm W. Wall & Company Global Capital Management third place ranking for the firm's ten-year annualized gross performance among global equity managers by *Money Manager Review*. Wall & Co. was ranked among the top 10% of all global equity managers monitored by Money Managers Review over the last decade ending 2010.

Money Manager Review reports that Wall & Company's Global Growth Program had achieved an annualized gross return of +13.95% for the ten-year period ended December 31, 2008. *Money Manager Review* ranks managers on the basis of both performance and risk/return to focus on not only achieving quality returns, but also minimizing the level of volatility an investor's account might suffer.

During the past two major bear markets, Wall & Company advised its clients to move out of stocks and instead invest in more conservative bonds and money market funds. Explains president Warren Wall, "Our investment philosophy is that investors should not own any stocks during big market declines. To that extent, we will move client accounts out of equity positions when the market appears to be establishing a downward trend."

According to Wall, his firm does not attempt to predict market direction, but rather follows the market's existing trend with the goal of capturing a majority of the up move and avoiding the majority of the down move. "One of the objections to our style of management is that active management runs the risk of missing some of the markets up moves. What this overlooks is how hard it is to make up losses. If you are down 50%, you need a 100% gain to get back to breakeven. If you only lose 15%, you only need an 18% gain to get back to your prior account value."

"Losing less of your investments, or not losing at all should be the focus of investors right now. I believe the stock market will eventually move back to its prior highs and when it does, you want to have your capital still intact to take advantage of future opportunities," he said. "Our

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performance vividly illustrates how important it is to protect your profits and investments during the tough times. A winning investment approach is one that can weather the bad times as well as profit during good times.”

“There are no ‘crystal balls’ out there to help investors beat the markets,” said Wall. “The only secret to long-term investment success is having a good investment philosophy and the discipline to consistently apply your strategy.”

Wall & Co. uses intermediate term, trend-following investment strategies that have helped its clients ride out the volatile periods in the market by minimizing losses in market downturns. By preserving capital during market downturns through moving to the safety of cash and bond positions, principal and earnings are preserved, providing leverage over a buy-and-hold position when the market turns back up.

Money Manager Review has published performance data on private money managers since 1987. Thousands of individuals, consultants, brokers, investment advisors, plan sponsors, institutions, foundations and charities use the *Review* to locate, research, compare, and contact 800+ managers offering more than 1,300 investment products.

W. Wall & Company is a SEC registered investment advisory firm based in Asheville, North Carolina. As of the close of 2010, Wall & Company managed in excess of \$29 million for clients. Founder Warren Wall has been involved in the financial industry for more than 27 years and specializes in asset management for individuals nearing and in retirement.

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Wall & Company global strategy results portrayed in this release represent actual gross performance results for all corresponding tactical asset allocation model accounts and/or one continuously managed Wall & Co. account, which individual account is representative of the performance results achieved by Wall & Co. for its program client accounts during the corresponding time period .A full disclosure of limited exceptions is shown on the attached report.

The information given is historic and should not be taken as any indication of future performance. Investment return the and account value will vary so that at any given time an account may have a gain or loss. Illustrating Wall & Company performance “Net” of management fees would reduce overall performance returns. Market volatility can significantly impact short-term performance. Results of an investment made today may differ substantially from the performance shown. The possibility of loss always exists.