

The New Fundamentals for Investing

The best-run companies assess all global trends, bring new products to market which benefit customers and society, count their quantifiable human impacts, directly link these impacts to profit, and embed leading management practices. HIP's investment approach ranks these leaders higher (and laggards lower) to position your portfolio to seek more Human Impact + Profit.

Portfolio Approach: HIP 100 INDEXSM

Universe: S&P 100 companies

Benchmark for Comparison:
S&P 100 Index (Ticker: OEX)

Method for Weighting:
Proprietary HIP fundamentals, quantifying results across five categories – Health, Wealth, Earth, Equality and Trust – that drive profit and shareholder value

Number of Constituents: 100

Rebalancing of the Index:
Quarter-end, four times per year;
and as members of the S&P 100 change

Inception Date: July 30, 2009

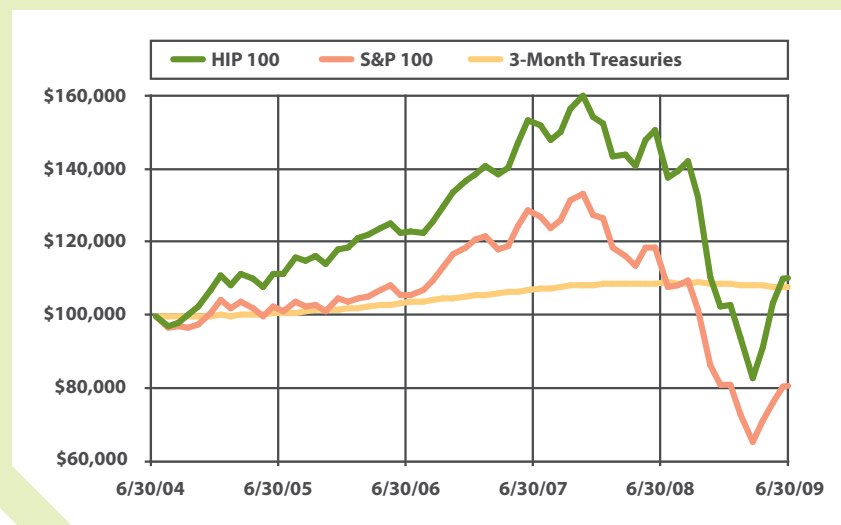
Investment Minimum: \$5,000

Fees (billed quarterly, in advance):
1% annual fee to HIP Investor;
0.25% brokerage fee (minimum
quarterly brokerage fee of \$75)

CUMULATIVE TOTAL RETURN* After Fees

Includes Reinvested Dividends and
Deducts Advisory Fees and Trading Costs

The HIP 100 Portfolio applies the HIP100 Index, a large-cap equity index that re-weights the S&P100 firms using a rigorous, data-driven analysis of quantifiable human, environmental and social results. HIP seeks to outperform traditional investment benchmarks via this strategy, striving to achieve more positive human impact, lower risk, and increased financial returns.



Assumes a \$100,000 beginning portfolio

TO INVEST IN OR LICENSE THE HIP 100 INDEXSM OR HIP PORTFOLIOS, PLEASE CONTACT: BEMOREHIP@HIPINVESTOR.COM

*** Disclosure and Assumptions:** The HIP results do not represent the results of actual trading using client assets but were achieved by means of the retroactive application of a model, assuming a \$100,000 beginning portfolio. There are inherent limitations of showing composite portfolio performance based on model results. Unlike an actual performance record, model results cannot accurately reflect the effect of material economic or market factors on the price of the securities, and therefore, results may be over or under-stated due to the impact of these factors. Since model results do not represent actual trading and may not accurately reflect the impact of material economic and market factors, it is unknown what effect these factors might have had on HIP's decision making if HIP Investor were actually managing client portfolios. During the period for which model results are shown, securities of U.S. companies have generally been rising, and the model returns are a function of this market environment. If this environment were to change materially, the model results portrayed in HIP's marketing material would, in all likelihood, reflect results different from those portrayed.

The HIP, S&P and Treasuries results include reinvested dividends or interest, and results are net-of-fees as a client would have paid to HIP on a quarterly basis in advance for advisory fees and brokerage costs. During the period for which model results are shown, HIP has maintained the same investment strategies and advisory services as those that HIP will offer to clients. There is potential for loss as well as for profits. It should not be assumed that the recommendations made in the future will be profitable or will equal the performance of the securities in the portfolio. The S&P index is shown as a general market indicator and is not available for direct investment. Tax consequences have not been considered. Investments are managed via separately managed accounts at FolioFN with HIP Investor Inc. as the investment adviser. This is not an offer of securities. **Past performance is not indicative of future results.**

IS YOUR PORTFOLIO READY TO BE MORE HIP?

HIP Investor Inc. offers clients a portfolio designed to seek higher financial returns with lower risk due to positive, quantifiable human, social and environmental results. HIP's approach has outperformed traditional financial-only benchmarks, such as the S&P 100.

ANNUALIZED TOTAL FINANCIAL RETURN AFTER FEES* Mid-year to mid-year comparisons as of end of June periods

	Half Year (YTD)	One Year	Three Year	Five Year	Cumulative** since mid-2004
HIP 100 IndexSM	+ 7.05%	- 19.96%	- 3.50%	+ 2.07%	+ 10.77%
S&P 100 (OEX)	+ 0.36%	- 24.87%	- 8.40%	- 4.06%	- 18.70%
3-Month Treasuries	- 0.55%	- 0.80%	+ 1.41%	+ 1.63%	+ 8.42%

* Full Disclosure and Assumptions are on the front page. Total financial return includes reinvested dividends and assumes a \$100,000 beginning portfolio. Returns are net of advisory fees and trading expenses billed quarterly in advance, as if managed by HIP. The HIP 100 index returns are calculated using a retroactive model and are not actual trading results over the periods. Half-year results are a six-month period and not annualized to a full year. ** Cumulative over five years, not annualized.

PORTFOLIO TOP TEN By HIP Score (out of 100) and Portfolio Weight

	HIP	Weight
Procter & Gamble Co. (PG)	71.0	1.47%
General Electric Co. (GE)	70.8	1.46%
Intel Corp. (INTC)	70.0	1.45%
United Parcel Service Inc. (UPS)	69.5	1.43%
H.J. Heinz Co. (HNZ)	68.8	1.42%
Hewlett-Packard Co. (HPQ)	68.8	1.42%
PepsiCo Inc. (PEP)	68.8	1.42%
Cisco Systems Inc. (CSCO)	68.6	1.42%
Int'l Business Machines Corp. (IBM)	65.4	1.35%
Nike Inc. (NKE)	64.2	1.33%

Holdings are subject to change and do not constitute a recommendation or solicitation to buy or sell a particular security. Do not assume an investment in any of the securities was or will be profitable.

RATIOS RELATED TO RISK After Fees*

Index Characteristics (Monthly, 6/30/04-6/30/09)	HIP 100	S&P 100
α: Alpha <i>excess return beyond expected risk-adjusted return</i>	+ 0.07	0.00
β: Beta <i>sensitivity to overall market's returns</i>	1.10	1.00
r²: R-Squared <i>correlation or fit</i>	98%	100%
Sharpe Ratio <i>excess return per unit of risk</i>	+ 0.03	- 0.39
σ: Standard Deviation (annual) <i>average distance from the mean volatility</i>	16.38%	14.57%