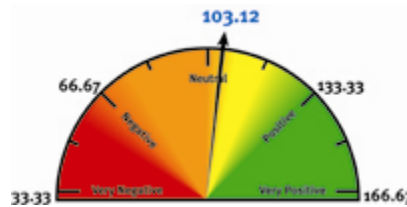


Advisor Confidence Index Slightly Decreased in July
Advisors are concerned about U.S., European debt

July 26, 2010...Rockville, MD... In July, advisor confidence in the economy and the stock market dropped slightly. The Advisor Confidence Index (ACI)—a benchmark that gauges advisor views on the U.S. economy and stock market—was 103.12 in July, slightly down from 104.29 in June.

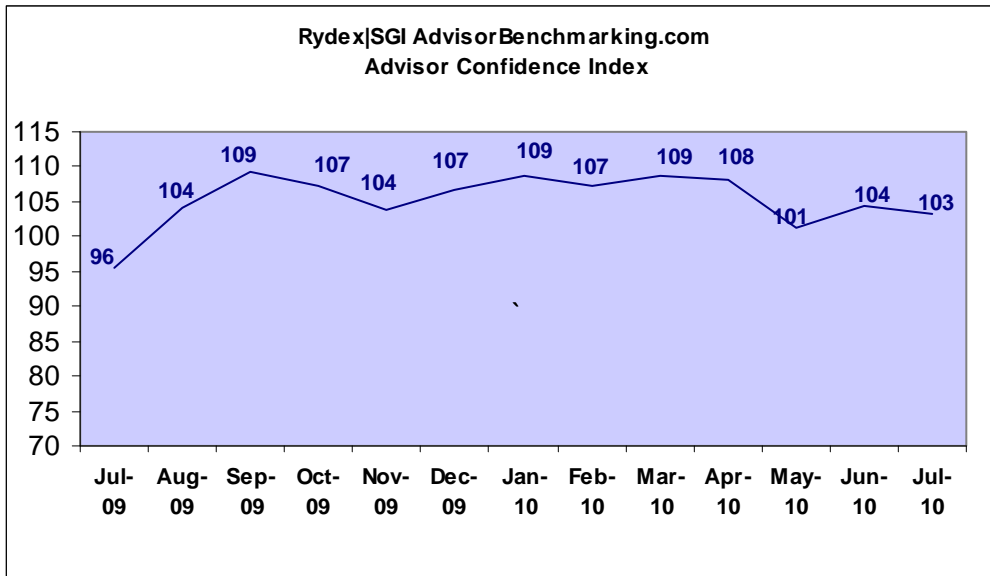
In July, Rydex|SGI AdvisorBenchmarking also surveyed advisors about their changes in asset allocations in the first half of 2010. The responses revealed that about a third (33%) of advisors increased allocation to cash in the first half of 2010. One fourth (25%) of survey participants increased allocation to the U.S. mid-cap growth and U.S. large-cap value asset classes.

Advisor confidence, which had appeared to be gaining some traction last month, slightly decreased in July. Increasing uncertainty and apprehension about the future state of the economy and labor market are the primary reasons for the reversal in confidence. However, the decrease in the ACI was not very significant and some of advisors are fairly optimistic about the state of the economy and the stock market.



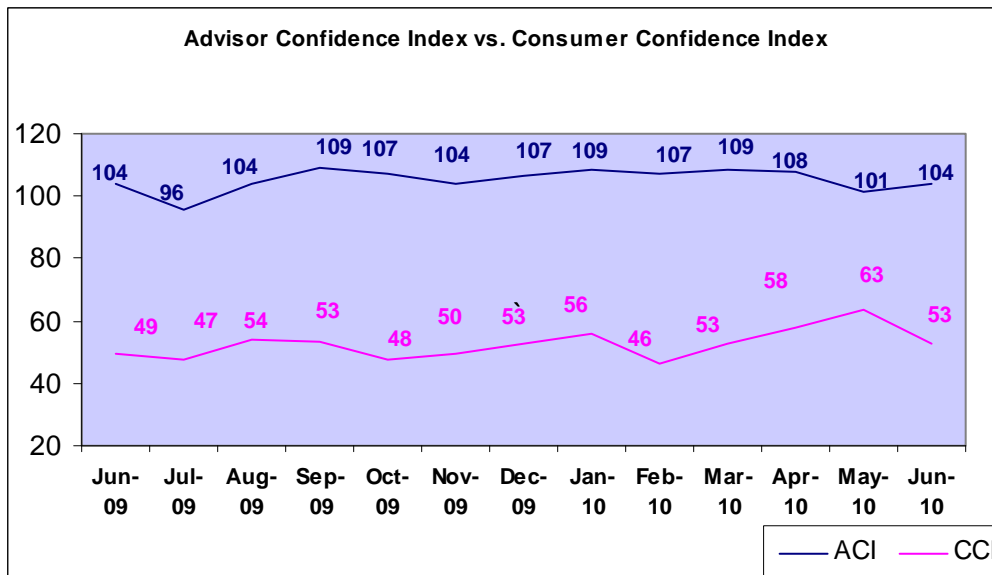
Three out of four measures of the ACI decreased in July, with the most pessimistic forecast centering on the six-month economic outlook. A closer look at the components reveals the following:

Current economic outlook	-1.98%
Six-month economic outlook	-3.34%
12-month economic outlook	+0.92%
Stock market outlook	-0.25%



Advisor vs. consumer confidence

The Conference Board Consumer Confidence Index®, which had been on the rise for three consecutive months, declined sharply in June. The index stood at 52.9 (1985=100), down from 63.3 in June.



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businesses fare against other advisors. Advisors also learn best practices of the most successful advisors in the business. AdvisorBenchmarking is an affiliate of Rydex|SGI.

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