

FINANCIAL SIG Summary

April 26, 2010

CONSENSUS INVESTMENT TREND

Blue Chips with dividends in light of the turbulence in the economy and the stock market, many top investment advisors are suggesting a safe approach by buying Blue Chip Companies that are paying dividends. These companies are those that market products that are needed by the public and will not be severely affected by a decrease in discretionary spending.

These companies also provide some safety in that they do not follow large swings in the market and provide dividends to offset flat performance.

SOURCES for BLUE CHIP RESEARCH

1. Go to Yahoo.com. Select Finance > Investing > Stocks > Analyst Research > Sector/Industry Analysis. Select the sector you are interested in investing. A list of viable companies will be presented.
2. Go to Morningside.com. Select Stocks > Analyst Research. Choose from several categories to obtain list of companies.
3. An initial list of the 2010 “ARISTOCRATS” is provided here.

Stock Symbol	Company Name	Current Yield %	Pay Out Ratio%
PFE	PFIZER	4.4	65
CLX	Clorox	3.1	46
KO	Coca Cola	3.2	55
JNJ	Johnson & Johnson	3.0	41
MCD	McDonalds	3.1	50
PG	Proctor & Gamble	3.0	41
WMT	Walmart	2.2	29
CVX	Chevron	3.3	51
MKC	McCormick	2.6	42
ADP	Auto. Data. Proc.	3.0	49

4. An initial list of the 2010 “**CONSENSUS by INDUSTRY**” is provided here.

Industry	Symbol	Company Name	Current Yield %	Pay Out Ratio %
Communications	T	AT&T	6.4	82
	VZ	Verizon	6.5	144
	Q	Quest	6.0	84
	CTL	Century Tel	8.3	110
	WIN	Windstream	9.0	132
Pharmaceutical	LLY	Lilly	5.5	50
	MRK	Merck	4.5	27
	BMJ	Bristol Myers	5.2	77
Tobacco	MO	Altria	6.6	82
	PM	Phillip Morris	4.5	69
	RAI	Reynolds Amer.	6.5	105
	LO	Lorillard	5.0	67
Energy	FPL	Florida Power& Light	4.2	42
	ED	Con. Edison	5.3	75
	PGN	Progress Energy	6.3	92
	POM	Pepco	6.5	102
	DTE	DTE Energy	4.5	65
Miscellaneous	DD	Du Pont	4.2	85
	KPT	Kraft Foods	3.8	57
	PBI	Pitney Bowes	5.7	71
	RRD	RR Donnelly	4.7	42

5. It is important to note the “Payout Ratio.” Any ratio under 100% indicates the company has earning per share that exceeds the dividends per share that they pay out. The lower the ratio, the better.