

**STURDIVANT & CO. LAUNCHES POLARIS – A PROPRIETARY GUIDANCE SYSTEM
FOR EQUITY STRATEGY PERFORMANCE**

Mt. Laurel, NJ – (July 12, 2013) – Sturdivant & Co., Inc., a boutique investment firm, today announced the recent launch of Polaris, a proprietary guidance system for equity strategy performance which leverages Sturdivant & Co.’s research platform. With the launch of Polaris, Sturdivant continues its mission of providing innovative and differentiated, client focused research that is a value-add to its clients.

The multi-factor model at the core of Polaris was developed to facilitate fundamental analysis. It includes a variety of carefully chosen (i.e. performance enhancing) stock selection metrics that are focused on the underlying valuation, technical and catalytic properties of each stock in the client’s applicable investment universe. Proprietary elements of the model include the selection of individual factors, the calculation of those factors and the methodology of combining the various factors into a unique systematic framework. Developed by Brian Hannon, CFA - Director of Equity Research, Polaris employs proprietary methodology that results in a “true” multi-factor approach to fundamental analysis.

Carl R. Gibbs, President and Chief Operating Officer, said, “Sturdivant is pleased to announce the addition of Polaris as a value-added service to our clients. One of the key features of Polaris is its flexibility, which enables a high degree of customization. Given its foundation in fundamental analysis, Polaris is utilized as a supplement to fundamental research that is accessible to our clients.”

About Sturdivant & Co., Inc.

Sturdivant & Co., Inc. is a full service brokerage firm with over twenty years capital markets experience. Our offices are located in Mt. Laurel, New Jersey and Chicago, Illinois. We bring unique and in-depth knowledge of the companies, the business climate, the economy and the politics of “the region” to clients in diverse geographies. Our experienced and committed team of research and trading professionals, strengthened by our technology, market intelligence and solid relationships, enables us to consistently provide outstanding service.

For more information, please visit www.sturdivant-co.com.

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