

How Do You Measure Wealth?

Growth and Protection of Assets Cultivation of Values

Assets + Values = Principled Investing

Money is energy. Wealth is how you use your values to direct the energy of your assets. The implementation of Principled Investing is known as Socially Responsible Investing. At the Social Responsibility Investment Group, we assist our clients in aligning their personal values with their investment goals through the practice of Balanced Management of Portfolios. Balanced Management involves the appropriate diversification of stocks and bonds. In our experience, Balanced Management leads to gains over time and stability during market declines. So we measure wealth by increasing the value of our clients' assets while making ethical choices.

Who We Are

Social Responsibility Investment Group is an independent, fee only, money management firm founded by Hugh J. Kelley in 1986.

A portfolio manager since 1979, Hugh has had a lifelong commitment to social issues. As Chief Investment Officer, he has made all of the investment decisions at the SRI Group since its inception. His decisions have always adhered to the principles of social responsibility.

We offer a proven record of creating long term strategies for protecting assets and growing wealth while supporting socially responsible values.

Attributes of the Firm

- **Experienced management** with a performance record produced by the same portfolio manager since the foundation of the firm
- **Independent** with unbiased research, objective investment decisions, and fiduciary responsibility that puts clients first
- **Personalized client service** because all of our clients have names, not numbers

- **Fee only** with completely transparent compensation from a fee schedule available upon request and no commissions

How We Do It

We Research:

We employ a rigorous investment analysis of both broad economic trends and the value of individual securities. We then evaluate what role each security might play in each client's portfolio. In every case, we endeavor to create a portfolio that will meet the particular financial goals of each distinct client.

We work with two classes of assets, stocks and bonds. By pursuing a long-term strategy, we protect our clients' assets, grow their wealth, and invest in accord with their values. We construct Balanced Portfolios, that is, portfolios that contain both asset classes. Thus, every client's portfolio is designed so that the benefits derived from each minimize the drawbacks of the other.

The result is a portfolio that balances the various elements that social investors should consider

- Ethics and profits
- Stocks and bonds
- Risk and return
- Income and capital gains

We Screen:

Is screening companies for socially responsible issues so restrictive that there are no good investments? We say no. It depends on how you screen. Through screening, you can invest in companies that are doing good works and that feed money back into the economy in a good way.

With that as the starting point there are two different ways to make these investment decisions. One approach, called "positive screening", involves identifying companies engaged in activities beneficial to society. The decision to invest is made on that basis, with much less concern for financial analysis.

Our technique is characterized as "negative screening". We create these negative screens in consultation with our clients. As with "positive screening", we also only invest in socially responsible companies. However, the difference for us is that, at all times, we adhere to the discipline of investing in companies with good growth prospects and balance sheets. We avoid companies that we do not consider financially solid and reliable. If a company meets the financial criteria, then we investigate whether the company's practices and procedures comply with our clients' social values. For example, if a company does not treat its workers and the environment well, or sells products that harm society, we avoid that company's stock.

At the completion of this process, we find that many stocks across a variety of industries are candidates for investment.

Who Our Clients Are

Our clients are individuals, foundations, and other institutions that have a minimum of one million dollars which they wish to invest ethically and thoughtfully.

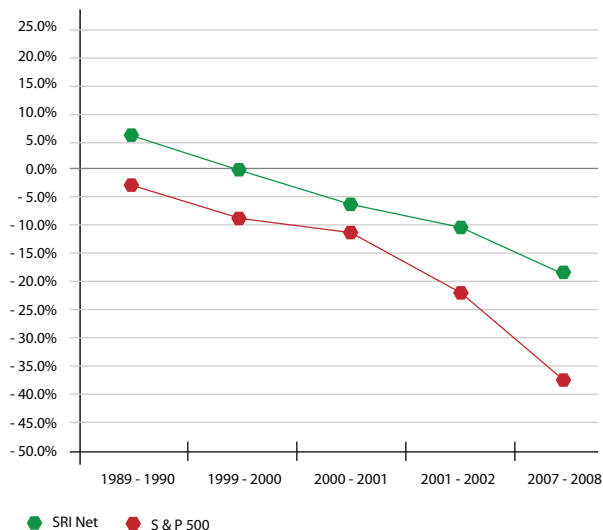
Our investment principles are conservative. We emphasize safety and growth. Our clients hire us because they are risk averse and want steady capital appreciation.

Our social values are progressive. We emphasize responsible, independent investing. Our clients hire us because they conscientiously oppose corporate misconduct; have environmental, moral or political concerns; and an aversion to the financial malfeasance seen on Wall Street.

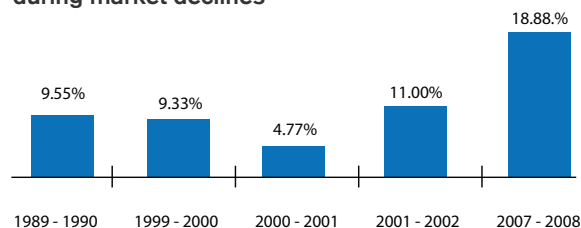
Working with us, our clients get to take the ultimate responsibility for the stewardship of their investments.

5 Annual Periods of Market Declines

(12.31.85 thru 12.31.08)



S.R.I.G returns² exceed market returns¹ during market declines*



*calculated as S.R.I.G. returns in % minus market returns in %

Our Record of Performance

In a "lost decade" from 12.31.99 to 12.31.09 the stock market¹ declined by 9.1%. Over the same period the SRI Group had a positive return.²

In 2008, the worst year for the stock market¹ since 1931, the stock market¹ declined 37%. At the SRI Group, despite an extraordinarily adverse environment, we contained the decline to 18%.²

We still did it all while maintaining consistency with our clients' values.

¹ Market: Standard & Poors 500

² Performance is net of transaction costs and net of advisory fees.

Please see additional footnotes on back panel

Past performance is not to be construed as a guarantee of future performance.

Hugh J. Kelley

Hugh J. Kelley graduated from the University of Virginia, where he was an Echols Scholar, in 1972. After receiving his M.B.A. at Emory University in 1979, he joined the investment management firm of Allen and Associates. Hugh served as a portfolio manager and became a Partner in the firm in 1982. After the firm was sold in 1985, he became a shareholder in United Asset Management and Director of Research at a subsidiary, Wall, Patterson, Hamilton and Allen. In 1986, Hugh founded and became President of the Social Responsibility Investment Group, a position he holds today.

In addition to managing his own firm, Hugh has been involved in several non-profit groups that promote the values of social investing. He joined the Board of the Social Investment Forum, the national trade association of social investment professionals. Later, he served on the Executive Committee of the Forum. He also was a founder of the Coalition for Environmentally Responsible Economies, the creator of the CERES Principles.

He appeared as a special guest on Wall Street Week with Louis Rukeyser.

Today, his affiliations include the Interfaith Center on Corporate Responsibility, the Resource Center for Religious Institutes and the Tricycle Foundation. He is also a member of numerous environmental organizations.

Footnotes

Balanced composite returns are asset-weighted, time-weighted returns for all portfolios of at least \$1,000,000 in value of clients who have been clients for at least one full calendar quarter, except portfolios affected by a material margin debt position.

All returns represent Total Return including the reinvestment of dividends and interest.

Net performance is net of transaction costs and net of advisory fees.

Returns of Indices are extracted from 2010 Ibbotson Stocks, Bonds, Bills and Inflation (SBBI) Classic Yearbook (Morningstar Inc., Chicago, Illinois).

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SOCIAL RESPONSIBILITY
INVESTMENT GROUP, INC.