

Your Personal Money Manager

Pearson

INVESTMENT LETTER

Published Monthly Since 1982
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FEATURED STOCKS - FEBRUARY 2012

Growth Stocks:

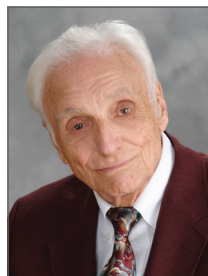
Apple Comp
EZ Corp
Lockhead

Growth Stocks:

Sally Beauty
Tractor Supply
Walt Disney

Income Stocks:

BGC Part
Eaton Co
Mobile T
Manulife



Walter D. Pearson
Chairman



Donald E. Pearson
President



Ann Hathaway
Account Manager

MAKING \$\$\$'S AND CENTS

By Donald Pearson

As we review and learn from the events of the past year, we look forward to the challenges and opportunities for 2012. The economy continues to improve slowly, and we have agreed that a larger part of the portfolio base should be here at home. Everyone will see adjustments being made that will reduce some international holdings. Brazil and India were the hardest hit last year, but they also have the potential this year to have their economies grow the fastest, and this would produce a very strong recovery. For this reason you will see in many cases a reduction, rather than as sell-out, of any particular country, simply reduced so we can improve our base here in the United States. If you review the January letter, you will see exactly what I am referencing. We featured what we believe to be our top two stocks in each category. As we write so very often, the beauty of our portfolio-building system is we can cross categories at any time believing we can take from the best every time it makes sense. If you are wondering why we would do this, its simply trying to make \$\$\$'s & Cents for all. We can also change anything that makes sense immediately. This is a perfect example because everyone's portfolio is reviewed on an individual basis, and age, risk, and size are all being equated so that a close-to-perfect realignment can be completed. You may have seen this already done in your portfolio, and, if not, it will be done very soon as we are analyzing every client's portfolio now. Here's the reason why.

This year the 78 million baby boomers are just starting to reach retirement age, yet many realize they can't afford to retire. Many will continue to work because they want to, and, unfortunately, many will continue because they have to. In 2012 Social Security will have the first increase it has seen in three years. This will amount to 3.6 percent, and for the average retiree this will amount to \$43 per month. That's the good news, but, unfortunately, the cost of almost everything continues to increase. Since our current political leaders took office three years ago gasoline has about doubled. Armed with this information it doesn't matter if you're young or old, our money has got to continue to grow. Young people can assume more risk, but older people cannot just hoard their cash and not have growth investments. One need not place all their eggs in one basket, but having a part of their portfolio growing at or near double-digit is the only way to stay ahead of the inflationary cannibalization that will occur for you if you do not.

Apple (AAPL) reported their fourth quarter earnings a few days ago and posted record results. The numbers were Herculean by everyone's standards. Prior year performance was \$6.43 and this year for the same quarter the results submitted were \$13.87. Analysts were projecting \$10.04 and they were all pleasantly surprised. The stock closed that day with a gain of \$27. Why we are so bullish on this company for everyone, even though it has no dividend, is because of where we believe it is going. The company

also reported record-shattering iPhone, iPad and Mac sales - an astonishing 37.4 million iPhones, 15.43 million iPads and 5.3 million Macs. APPL has just begun selling the new iPhone 4 in China, and we'll see the results when they report for the first quarter performance in April. They also have \$87.6 billion on hand, and this may or may not produce a dividend to shareholders. All indications warrant an investment here as the future appears solid. With a current P/E of 12, it is our opinion this stock is vastly underpriced and on the way to \$600 in the foreseeable future.

A similar story could be made for Baidu (BIDU), but a higher degree of risk must be assumed. This is the Google of China, and the government controls and sets the standards that all must adhere to. These demands were so difficult Google decided to leave after only a brief time there. Here are numbers showing on-line usage and the tremendous potential for investors. Almost 56 million Chinese used the Internet for the first time in 2011. The BBC notes, however, that roughly 60 percent of China's population remains offline.

It is for this reason we've decided everyone's portfolio should hold AAPL and those that can manage a higher level of risk would have BIDU included also. As we write so often, whether you are young or old, growth must continue within everyone's portfolio, and quality growth can come through value investing.

DP

Investment Letters are complimentary to our clients with managed accounts!

OUR PROBLEM TODAY

I certainly do get tired of listening to numerous TV pundits who keep coming up with ways and means of fixing the economy. Some of these same people write articles for newspapers and magazines which say approximately the same thing. The problem that these people have is one of two things - either they do not understand the problem or they are not on the side of the people.

First things first. Let's go back to my time circa 1930 when there was no federal debt and no income tax. How was it possible to create this mess when things were running so smoothly back then? Let's look at the facts. The Constitution is the law of the land and the Constitution states in no uneven words that all paper money shall be backed by the requisite amount of gold, and only Congress shall have the authority to print money. Therein lies the answer to our problem. Let us revert to the operation as it is stated in the law which we are obligated to follow.

Believe it or not, the Federal Reserve is a privately owned bank. The only federal part of it is in the first half of the name it chose for itself. The Federal Reserve Bank has now taken control. It prints up the money, and it no longer says U S Dollar. It now states Federal Reserve Note. How did we get into this situation? I think you might agree that there is a strong hidden hand in the background which has been making the changes a little bit at a time and Eureka! Look where we are now. All of this in eighty years!

The first thing that was done was to create a Federal Reserve Bank as a part of our government. This was done in 1913 in spite of the fact that this had been strongly opposed many times in the past. Then in the late twenties and early thirties the banks were advised that it would be in their best interests if they joined the Federal Reserve, and most of them did. The few that held out either joined at a later date or disappeared entirely. The banks were then run pretty much as a semi-separate entity. They were each given a figure as to how much reserve they must carry, and they were only allowed to lend more than they held by the percentage allocated to them be the "Fed." In this manner the "Fed" took over the management of our economy inasmuch as we were running on debt after a period of time had gone by.

What does all of this mean to you as an individual? It means that, like it or not, you are incorporated into one of the largest "Ponzi" schemes ever brought forth on this universe. The entity that is running things is taking you over each day for a certain amount of your earnings. You are unable to stop his depredations, so the best thing for you is to figure out the best way to equalize things. To my way of thinking, stock investing comes out first. And if you accept that as your way to go, the next thing is to figure out which road to take. You have three options - mutual funds, financial advisor, or do it yourself. Because I am a financial advisor, it may seem that I am prejudiced when I suggest that as your number one choice, but that is not true. I only became an advisor because of a necessity to help friends. Prior to my becoming an accredited advisor I was a stock broker, but all my clients bought and sold what I advised them to.

At one point I decided to retire but I found my former clients were losing money, so I started an investment letter to help them with their choices. This went on for a period of time but did not seem to be doing for them what I had hoped. Then one day one of my friends from up north came down and punched me in the stomach with \$50,000 and said, "Here, take this and do something for me." I explained to him that I didn't do that. He expostulated, "I didn't ask you, I'm telling you." What choice did I have?

What it comes down to is that you should invest, and professionals should be able to do a better job than you. But you should also look at both the good side and the bad. The bad side is that it will cost to have professional management. The good side is that if your account loses money you bare no blame. **WP**

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Source Rating Key for PCI's featured stocks: Pearson Investment Growth Rating measures long-term past and future growth.

Pearson Value Rating measures current value in terms of potential for the dollar. Investors Business Daily measures growth and relative price strength.

S&P measures financial quality and growth potential. Value Line measures timeliness, value and safety.

Information & data obtained from other sources is believed to be reliable, but its accuracy and completeness can not be guaranteed.

Walter Pearson is the former President of First New England Securities, Co., Inc. and at that time, also managed the Statistical Department.

He is the author of the book, "Investing for the Millions" and Publisher Emeritus for the Pearson Investment Letter.

At this time, Mr. Pearson is Chairman of the Board of Pearson Capital, Inc.

He is a contributing columnist for various publications and is listed in Who's Who in America.

"Remember the Lord your God, for it is He who gives you the ability to produce wealth. Deut. 8:18"

PEARSON CAPITAL'S RECOMMENDED STOCKS FOR FEBRUARY 2012

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APPLE INC (AAPL)

NASDAQ PRICE: \$453.01

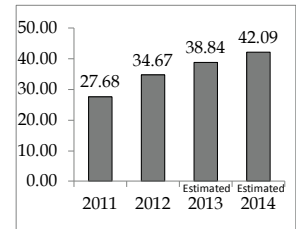
Apple Inc. (Apple) along with its subsidiaries is engaged in designs, manufactures and markets mobile communication and media devices, personal computers, and portable digital music players, and sells a range of related software, services, peripherals, networking solutions, and third-party digital content and applications. The Company's products and services include iPhone, iPad, Mac, iPod, Apple TV, a portfolio of consumer and professional software applications, the iOS and Mac OS X operating systems, iCloud, and a range of accessory, service and support offerings. It also sells and delivers digital content and applications through the iTunes Store, App Store, iBookstore, and Mac App Store. The Company sells to consumers, small and mid-sized businesses (SMB), and education, enterprise and government customers. During the year ended November 24, 2011, the Company, as part of a consortium, acquired Nortel Networks Corporation's patent portfolio.

Type: Growth
Sector: Technology

Institutional Holdings: 4696
Industry: Computer Hardware

Ratings & Recommendations Earnings per share

Current P/E Ratio: **13.0**
Annual Yield: **0%**
Annual Dividend: **\$0**
Investor's Bus. Daily: **A+**
Pearson Growth & Value: **A+**
Morningstar Rating: **B**
Stand & Poor Rating: **B**
The Street (analyst avg.): **A**



EZCROP INC (EZPW)

NASDAQ PRICE: \$26.90

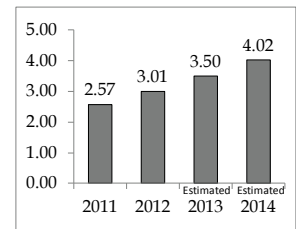
EZCROP, Inc. is a provider of specialty consumer financial services. It operates pawn stores in the United States under the EZPAWN and Value Pawn brands, and in Mexico under the EMPENO FACIL and EMPENE SU ORO brands. It operates short-term consumer loan stores in the United States under the EZMONEY brand and in Canada under the CASHMAX brand. It operates in three segments: The U.S. Pawn Operations segment, the Empeno Facil segment and the EZMONEY Operations segment. It owns approximately 30% interest in Albemarle & Bond Holdings PLC. As of September 30, 2010, it had 390 locations in the United States. In June 2010, it acquired eight pawn stores located in Central and South Florida and five pawn stores located in the Chicago metropolitan area. In fiscal 2010, it opened seven pawn stores in the United States, 53 pawn stores in Mexico, 50 short-term consumer loan stores in Canada and one in the United States. In November 2011, it acquired 15 pawn stores in San Antonio metropolitan area.

Type: Growth
Sector: Financial

Institutional Holdings: 418
Industry: Consumer
Financial Services

Ratings & Recommendations Earnings per share

Current P/E Ratio: **10.1**
Annual Yield: **0%**
Annual Dividend: **\$0**
Investor's Bus. Daily: **D**
Pearson Growth & Value: **B+**
Morningstar Rating: **N/A**
Stand & Poor Rating: **N/A**
The Street (analyst avg.): **B**



LOCKHEED MARTIN CORP (LMT)

NYSE PRICE: \$82.01

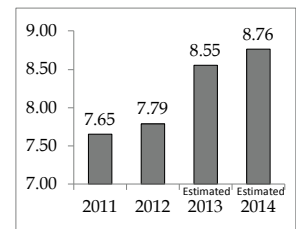
Lockheed Martin Corporation is a global security company engaged in the research, design, development, manufacture, integration, and sustainment of advanced technology systems and products. The Company also provides a range of management, engineering, technical, scientific, logistic, and information services. It serves both domestic and international customers with products and services that have defense, civil, and commercial applications, with its principal customers being agencies of the United States Government. It operates in four business segments: Aeronautics, Electronic Systems, Information Systems & Global Services (IS&GS), and Space Systems. In September 2011, the Company acquired QTC Holdings Inc. In November 2011, the Company acquired Sim-Industries B.V., a commercial aviation simulation company located in the Netherlands. In December 2011, the Company opened its Security Intelligence Centre (SIC) at Farnborough. In January 2012, the Company acquired Procerus Technologies.

Type: Growth
Sector: Capital Goods

Institutional Holdings: 1257
Industry: Aerospace & Defense

Ratings & Recommendations Earnings per share

Current P/E Ratio: **10.5**
Annual Yield: **4.90%**
Annual Dividend: **\$4.00**
Investor's Bus. Daily: **B-**
Pearson Growth & Value: **B**
Morningstar Rating: **D**
Stand & Poor Rating: **C**
The Street (analyst avg.): **B**



SALLY BEAUTY HOLDINGS INC (SBH)

NYSE PRICE: \$20.68

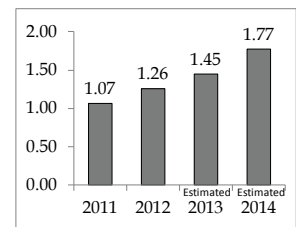
Sally Beauty Holdings, Inc. is an international specialty retailer and distributor of professional beauty supplies with operations primarily in North America, South America and Europe. The Company operates primarily through two business units: Sally Beauty Supply and Beauty Systems Group (BSG). Through Sally Beauty Supply and BSG, the Company sells and distributes beauty products through 4,128 Company-owned stores, 181 franchised stores and 1,116 professional distributor sales consultants. Sally Beauty Supply stores target retail consumers and salon professionals, while BSG exclusively targets salons and salon professionals. As of September 30, 2011, the Company operated through 17 distribution centers, eight of which serviced Sally Beauty Supply and nine of which serviced BSG. In November 1, 2011, the Company acquired Kappersservice Floral B.V. and two related companies, Hair Zone B.V. and Exphair B.V. On October 1, 2010, the Company acquired Aerial Company, Inc. (Aerial).

Type: Growth
Sector: Services

Institutional Holdings: 389
Industry: Retail (Specialty)

Ratings & Recommendations Earnings per share

Current P/E Ratio: **18.1**
Annual Yield: **0%**
Annual Dividend: **\$0**
Investor's Bus. Daily: **A-**
Pearson Growth & Value: **B+**
Morningstar Rating: **N/A**
Stand & Poor Rating: **N/A**
The Street (analyst avg.): **B-**



PEARSON CAPITAL'S RECOMMENDED STOCKS FOR FEBRUARY 2012
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TRACTOR SUPPLY CO (TSCO)

NASDAQ PRICE: \$80.77

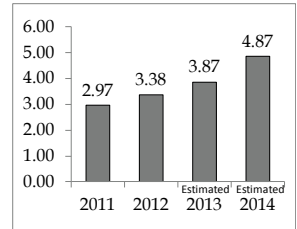
Tractor Supply Company is an operator of retail farm and ranch stores in the United States. The Company operates retail stores under the names Tractor Supply Company and Del's Farm Supply and operate a Website under the name TractorSupply.com. Its stores are located in towns outlying metropolitan markets and in rural communities, and offer a selection of merchandise, which include equine, pet and small animal products, including items necessary for their health, care, growth and containment; hardware, truck, towing and tool products; seasonal products, including lawn and garden items, power equipment, gifts and toys; maintenance products for agricultural and rural use, and work/recreational clothing and footwear. As of December 25, 2010, the Company operated 1,001 retail farm and ranch stores in 44 states.

Type: Growth
Sector: Services

Institutional Holdings: 634
Industry: Retail (Home Improvement)

Ratings & Recommendations Earnings per share

Current P/E Ratio: **29.7**
Annual Yield: **0.60%**
Annual Dividend: **\$0.48**
Investor's Bus. Daily: **A+**
Pearson Growth & Value: **B+**
Morningstar Rating: **N/A**
Stand & Poor Rating: **C**
The Street (analyst avg.): **A**



WALT DISNEY CO (DI)

NYSE PRICE: \$38.90

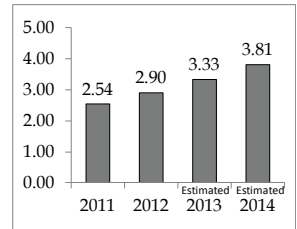
The Walt Disney Company, together with its subsidiaries, is a diversified worldwide entertainment company. The Company operates in five segments: Media Networks, Parks and Resorts, Studio Entertainment, Consumer Products and Interactive Media. The Company has a 51% effective ownership interest in Disneyland Paris, a 5,510-acre development located in Marne-la-Vallee, approximately 20 miles east of Paris, France. The Company manages and has a 40% equity interest in Euro Disney S.C.A. The Company holds an 18% equity interest in The Active Network, Inc. The Company owns a 47% interest in Hong Kong Disneyland Resort through Hong Kong International Theme Parks Limited. On December 31, 2009, the Company completed an acquisition of Marvel Entertainment, Inc. (Marvel). On March 31, 2010, the Company acquired Retail Networks Company Limited. On August 27, 2010, the Company completed the acquisition of Playdom, Inc.

Type: Growth
Sector: Services

Institutional Holdings: 2250
Industry: Broadcasting & Cable TV

Ratings & Recommendations Earnings per share

Current P/E Ratio: **15.4**
Annual Yield: **1.54%**
Annual Dividend: **\$0.60**
Investor's Bus. Daily: **B-**
Pearson Growth & Value: **A**
Morningstar Rating: **B**
Stand & Poor Rating: **A**
The Street (analyst avg.): **B**



BGC PARTNERS INC (BGCP)

NASDAQ PRICE: \$6.26

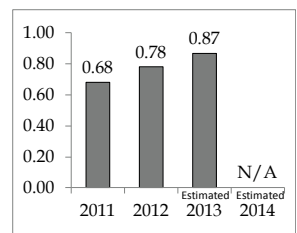
BGC Partners, Inc. (BGC) is a global financial intermediary to the financial markets specializing in the brokering of a range of financial products, including fixed income securities, interest rate swaps, foreign exchange, equities, equity derivatives, credit derivatives, commodities, futures, structured products and other instruments. It also provides a range of services, including trade execution, broker-dealer services, clearing, processing, information, and other back office services, to a range of financial and non-financial institutions. Through its eSpeed and BGCantor Market Data brands, it also offers financial technology solutions, market data, and analytics related to select financial instruments and markets. Its customers include banks, broker-dealers, investment banks, trading firms, hedge funds, governments and investment firms. In August 2010, it acquired Mint Partners and Mint Equities, through BGC Brokers, L.P. In August 2011, the Company acquired CantorCO2e, L.P.

Type: Income
Sector: Financial

Institutional Holdings: 209
Industry: Investment Services

Ratings & Recommendations Earnings per share

Current P/E Ratio: **22.4**
Annual Yield: **10.86%**
Annual Dividend: **\$0.68**
Investor's Bus. Daily: **D**
Pearson Growth & Value: **B-**
Morningstar Rating: **C**
Stand & Poor Rating: **N/A**
The Street (analyst avg.): **B-**



EATON CORP (ETN) NYSE PRICE: \$49.03

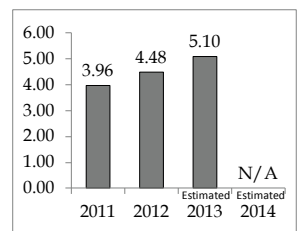
Eaton Corporation (Eaton) is a diversified power management company. It is engaged in the manufacturing of electrical components and systems for power quality, distribution and control; hydraulics components, systems and services for industrial and mobile equipment; aerospace fuel, hydraulics and pneumatic systems for commercial and military use, and truck and automotive drivetrain and powertrain systems for performance, fuel economy and safety. On January 1, 2011, it closed the acquisition of the Tuthill Coupling Group, which is a division of the Tuthill Corporation. It has five segments: Electrical Americas and Electrical Rest of World; Hydraulics; Aerospace; Truck, and Automotive. On October 1, 2010, it acquired CopperLogic, Inc. On July 15, 2010, it acquired EMC Engineers, Inc. In May 2011, it acquired Internormen Technology Group. In August 2011, it acquired IE Power, Inc. In December 2011, it acquired E.A. Pedersen Company.

Type: Income
Sector: Technology

Institutional Holdings: 1497
Industry: Electronic Instr. & Controls

Ratings & Recommendations Earnings per share

Current P/E Ratio: **12.4**
Annual Yield: **3.10%**
Annual Dividend: **\$1.52**
Investor's Bus. Daily: **C-**
Pearson Growth & Value: **B**
Morningstar Rating: **C**
Stand & Poor Rating: **B**
The Street (analyst avg.): **B**



PEARSON CAPITAL'S RECOMMENDED STOCKS FEBRUARY 2012

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MOBIL'NYE TELESISTEMY OAO (MBT) NYSE PRICE: \$16.76

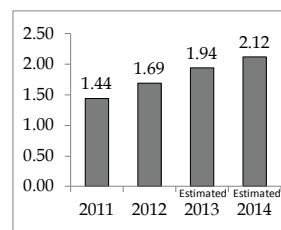
Mobil'nye TeleSistemy OAO (Mobile TeleSystems OJSC or MTS OAO) is a Russia-based telecommunications provider. The Company focuses on the provision of a range of mobile and fixed line voice and data telecommunications services, including transmission, broadband, pay-television and various value-added services, as well as the distribution equipment and accessories. It is active domestically and abroad, including the Commonwealth of Independent States countries. MTS OAO operates through numerous branches, subsidiaries and affiliated companies. As of November 3, 2010, the Company's major shareholder was AFK Sistema OAO, with a stake of 31.92%.

Type: Income
Sector: Services

Institutional Holdings: 615
Industry: Communications Services

Ratings & Recommendations Earnings per share

Current P/E Ratio: **16.8**
Annual Yield: **6.25%**
Annual Dividend: **\$1.05**
Investor's Bus. Daily: **D**
Pearson Growth & Value: **B-**
Morningstar Rating: **B**
Stand & Poor Rating: **N/A**
The Street (analyst avg.): **C+**



MANULIFE FINANCIAL CORP (MFC)

NYSE PRICE: \$11.72

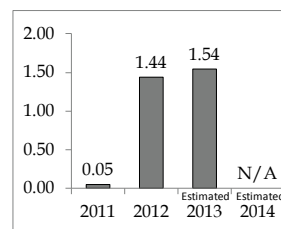
Manulife Financial Corporation (MFC), is a Canada-based financial services group operating in 21 countries and territories worldwide. The Company is a life insurance company and the holding company of The Manufacturers Life Insurance Company (MLI) and John Hancock Reassurance Company, Ltd. Its international network of employees, agents and distribution partners offer financial protection and wealth management products and services to millions of clients. The Company provides asset management services to institutional customers worldwide, as well as reinsurance solutions, specializing in property and casualty retrocession. The Company operates as Manulife Financial in Canada and Asia and as John Hancock in the United States. The Company operates in five divisions: Asia Division, Canadian Division, U.S. Insurance, U.S. Wealth Management, and Reinsurance Division. In August 2011, it sold Life Retrocession business to Pacific Life Insurance Company.

Type: Income
Sector: Financial

Institutional Holdings: 881
Industry: Insurance (Life)

Ratings & Recommendations Earnings per share

Current P/E Ratio: **4.6**
Annual Yield: **4.36%**
Annual Dividend: **\$0.51**
Investor's Bus. Daily: **D**
Pearson Growth & Value: **B-**
Morningstar Rating: **B**
Stand & Poor Rating: **C**
The Street (analyst avg.): **C**



On Friday evening, January 27, the South Shore Chamber of Commerce held its' annual awards banquet.

Pearson Capital, Inc. was privileged to receive the E. G. Simmons Award.

This award, chosen by ballot of fellow Chamber members, is presented to acknowledge community service and contributions to local charities over the past year. Our participation in the Toys for Tots program as well as our support of several local non-profits was a major factor in bringing home this honor.

We are happy to share our achievement with our PCI family!

2011 Important notices:

All 1099s will be sent out by mid February from TD Ameritrade. Hopefully this later mailing will help to avoid any further revisions and adjustments to your tax returns. The new 1099s will include a cost basis.

As a Pearson Capital, Inc. client, you are entitled to receive an annual copy of our Privacy Policy as well as a copy of the ADV II. Upon request we will be happy to mail you a copy of either document. You may always download a copy from our website: www.pearsoncapitalinc.com at any time.

WALL STREET INDEXES

Indexes	2005	2006	2007	2008	2009	2010	2011
S&P 500	3.0%	13.6%	3.6%	(40.0%)	23.5%	12.9%	5.3%
Dow Jones	(0.6%)	16.3%	6.4%	(33.4%)	18.8%	11.0%	4.2%
Nasdaq	1.4%	9.5%	9.8%	(42.1%)	43.9%	16.9%	8.7%
Market Average	1.8%	14.1%	5.6%	(38.4%)	27.9%	13.8%	6.1%



MARKET VIEW

Christopher Carothers - PCI's Stock Analyst

Economic Flows:

Another month goes by and the Federal Reserve once again is holding off on making any changes, pointing

to the fact that the future entails austerity and lower GDP growth. Europe is deciding how much austerity it will take in order to get its house in order. I believe that its people will decide to debase the currency later rather than change their habits right now. The International Monetary Fund (IMF) is clearly warning that austerity policies won't work and that a major structural change will be required. In the long run, there will be policy changes, where the European social safety net will be drastically reviewed, but like all politics, changes will take forever or all at one time under the threat of a major crisis. Right now the European Central Bank (ECB) is going through each of the Euro countries' balance sheets to determine how much is actually owed and what types of austerity measures are going to be required to meet each state's minimum obligations. In my belief, I will see the ECB take charge once they fully realize that larger countries such as France and Italy will have a hard time getting their bonds sold in the future. Only the ECB can create Euros and therefore start to debase their currency. Inflation will happen instead of long term deflation and recession.



Key Point: *Once again the Fed holds interest rates steady.*

Earnings Flows:

The month of February takes us through the middle of fourth quarter earnings. Experts are now worried about the prospects of a European slowdown as Google announced an earnings warning. Right now the EU countries are hashing out major policy decisions, and in the short term the probability of a slowdown is very high. Usually many analysts have higher earnings expectations at the beginning of the year and then temper them going into summertime. I believe that they will start cutting expectations earlier because of the Euro problems. If expectations come out low to begin with, other stocks that are not affected by Europe will surge higher if there are any surprises. Take Apple for example, earnings are coming in better than expected, with outlooks being raised. Because of its unique situation, even if Europe goes through recession, Apple's overwhelming demand for its products will keep it on the leader list. American growth is gaining momentum, but it is tempered by the rising dollar and lower worldwide growth.

Key Point: *Europe is still on peoples' minds.*

Cash Flows:

With Apple heading to a new high, many people are valuing the stock after you back out its huge amount of cash. They do that based on the premise that if you buy the company as a whole, you need to subtract the additional cash to get its true intrinsic value. In my opinion, we try not to use cash on the books to estimate any additional value since the cash is truly not in the investors' or shareholders' hands. In my estimates, company management has been hit or miss on the issue of using cash to maximize shareholder returns. In fact, if we look at this over the last ten years, corporate management has wasted cash by buying back their own stock and enriching management stock options in place of returning it to the shareholder. It is ultimately up to management to use their cash reserves to either grow the company or return it to shareholders. Cash on the books should be looked at as a valuable thing, but that should not sway your opinion that it should be looked at as a cheaper alternative to buy as stock because of that reason alone.

Key Point: *Cash on the company books should be looked at cautiously.*

Please note:

1. So far the election year will benefit the media stocks.
2. 2012 has been the best month for January in years.
3. Money is moving from the sidelines into the market.

Pearson Capital, Inc.

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