



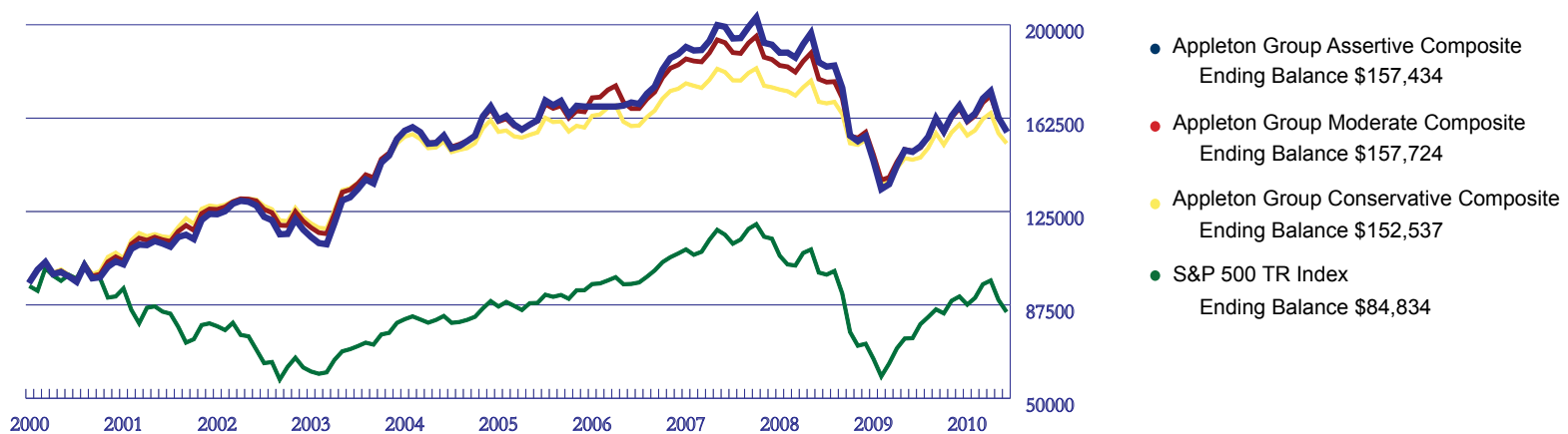
**Since Inception Composite Performance**

1/1/2000 - 6/30/2010

|                                       | YTD Return | 1-Yr. Return | 3-Yr. Avg. Annual Return | 5-Yr. Avg. Annual Return | 10-Yr. Avg. Annual Return | Avg. Annual Return Since Inception | Growth of \$100,000 |
|---------------------------------------|------------|--------------|--------------------------|--------------------------|---------------------------|------------------------------------|---------------------|
| Appleton Group Assertive Composite    | -5.92%     | +5.95%       | -7.23%                   | -0.16%                   | +5.47%                    | +4.41%                             | \$157,434           |
| Appleton Group Moderate Composite     | -5.11%     | +6.04%       | -6.09%                   | +0.08%                   | +5.55%                    | +4.43%                             | \$157,724           |
| Appleton Group Conservative Composite | -4.45%     | +4.99%       | -5.20%                   | -0.11%                   | +5.11%                    | +4.10%                             | \$152,537           |
| S&P 500 TR Index                      | -6.65%     | +14.43%      | -9.81%                   | -0.79%                   | -1.59%                    | -1.55%                             | \$84,834            |

|                                       | 10 Year Risk (Beta) vs. S&P 500 | Value Added by Manager (Alpha) vs. S&P 500 | Correlation (R-squared) vs. S&P 500 |
|---------------------------------------|---------------------------------|--|-------------------------------------|
| Appleton Group Assertive Composite    | 0.82                            | 1.73%                                      | 57                                  |
| Appleton Group Moderate Composite     | 0.70                            | 1.94%                                      | 50                                  |
| Appleton Group Conservative Composite | 0.58                            | 1.69%                                      | 41                                  |

**Growth of \$100,000 — 1/1/2000 - 6/30/2010**



# APPLETON GROUP WEALTH MANAGEMENT, LLC

1. Performance quoted represents past performance and is no guarantee of future results.
2. Performance information provided indicates what effect the portfolio adjustments generated by the Appleton Group Wealth Management Discipline™, strictly implemented, have had on a model portfolio as such portfolio adjustments were implemented. Although the portfolio adjustments are actual recommendations which have been generated by the Appleton Group Wealth Management Discipline™ since December 31, 1999, the performance results are for a model portfolio and do not represent the actual performance of accounts managed using the Appleton Group Wealth Management Discipline™.
3. Performance statistics for years 2000-2005 employ the benefit of hindsight by using a backtest, have been calculated net of management fees, net of applicable expenses and net of brokerage costs using a time weighted calculation method. Unlike an actual performance record, these performance results do not reflect the impact a client's economic circumstances might have had on Appleton Group Wealth Management's decision making when managing a client's actual portfolio. Investors should not consider the performance data a substitute for the performance of actual client accounts. Performance information reflects weighted historic performance, rebalanced monthly.
4. Performance statistics for years 2006-present represents actual client performance calculated using the Global Investment Performance Standards (GIPS). Our firm does not claim GIPS compliance for our entire performance history due to the linking of model portfolio performance (2000-2005) with actual client performance (2006-present). Performance statistics for both periods have been independently verified by a certified public accounting firm whose validation letters and a complete history of our performance are available upon request (and can be viewed at [www.appletongrouponline.com](http://www.appletongrouponline.com)).
5. While performance is compared to the benchmark indicated, client accounts may be fully invested, partially invested in cash equivalents, invested in inverse ("bear market") funds and/or "short" the market, depending on the portfolio selected. The actual amount of time invested in the market will vary with market conditions.
6. The principal value and return of exchange traded funds and other mutual funds will fluctuate with changing market conditions, and may be worth more or less than your initial investment. All dividend, interest, and capital gain distributions assume reinvestment. Performance statistics do not consider potential tax liabilities as a result of management activity. Please consult your tax advisor for further information.
7. Deviation from the models has produced and will produce substantially different results. The S&P 500 TR Index is a broad based unmanaged index of 500 stocks, which is widely recognized as representative of the U.S. equity market in general. You cannot invest directly in an index.