



## **2010 Top Performer Awards Eligibility Requirements**

The awards will be presented to the Top Performers based on region for Europe, Canada and United States. The regions are determined by exchange based ideas and not by physical location of the Firm or Sales Representative.

Ideas suggested on OTC, Penny Stocks or Pink Sheets are ineligible for Top Performer Awards.

Additional requirements include a minimum number of ideas, minimum of 40% consistency\* and level of activity on the First Coverage Platform. Activity and the number of ideas required are defined in the Ranking Qualifications on the Top Performers page of the First Coverage Application. You MUST be eligible to rank with a minimum of three ideas per quarter on the Top Performers page from inception.

Firm Awards require a minimum of two Sales Representatives with a minimum of twelve ideas per sales rep for the year. Individual Sales Representative Awards require a minimum of twelve ideas for the year. Only those SRs that meet the minimum set requirements for the individual awards will be included in the firm award. A year is defined as the period from January 1, 2010 to December 31, 2010. All ideas open PRIOR to 2010 use the open price on January 4, 2010 as the idea entry price. All ideas closed after 2010 use the close price on December 31, 2010 as the exit price. Ideas with multiple recommendations use the first recommendation entry date and last recommendation exit date for the calculation of the full idea. All pricing is determined through Thomson Reuters. All corporate actions are applied (i.e. Splits and Dividends).

Awards presented to new users on First Coverage include all users and firms new as of September Q3. Sales Reps included in New Individual and New Firm awards are required to have a minimum of six ideas.

### **2010 Semi-Annual Award Categories**

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Top Performing Sales Representative  
Top Performing Firm  
Top Performing Sales Representative by Industry  
Top Performing Firm by Industry  
Top Quantitative Firm  
Mid-Year Most Consistent Performer

### **2010 Annual Award Categories**

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Top Performing Sales Representative  
Top Performing Firm  
Top Performing Sales Representative by Industry  
Top Performing Firm by Industry  
Top Quantitative Firm  
Top Performing Long Idea  
Top Performing Short Idea  
Top New Sales Representative  
Top New Firm  
2010 Most Consistent Performer

*\* Consistency is the number of positive ideas as a percent of the total number of ideas contributed by an individual sales rep.*