

www.thetechnicaltake.com will redirect to www.tactical-beta.com

Text Link to persist on all non premium pages.

Buttons allow user to scroll through 4 latest articles by image. This should automatically scroll through the latest articles every 4 seconds. Once user manually clicks on the scroll the user should be able to manually chose and automatic scroll should stop. Always keep the MLP in the rotation.

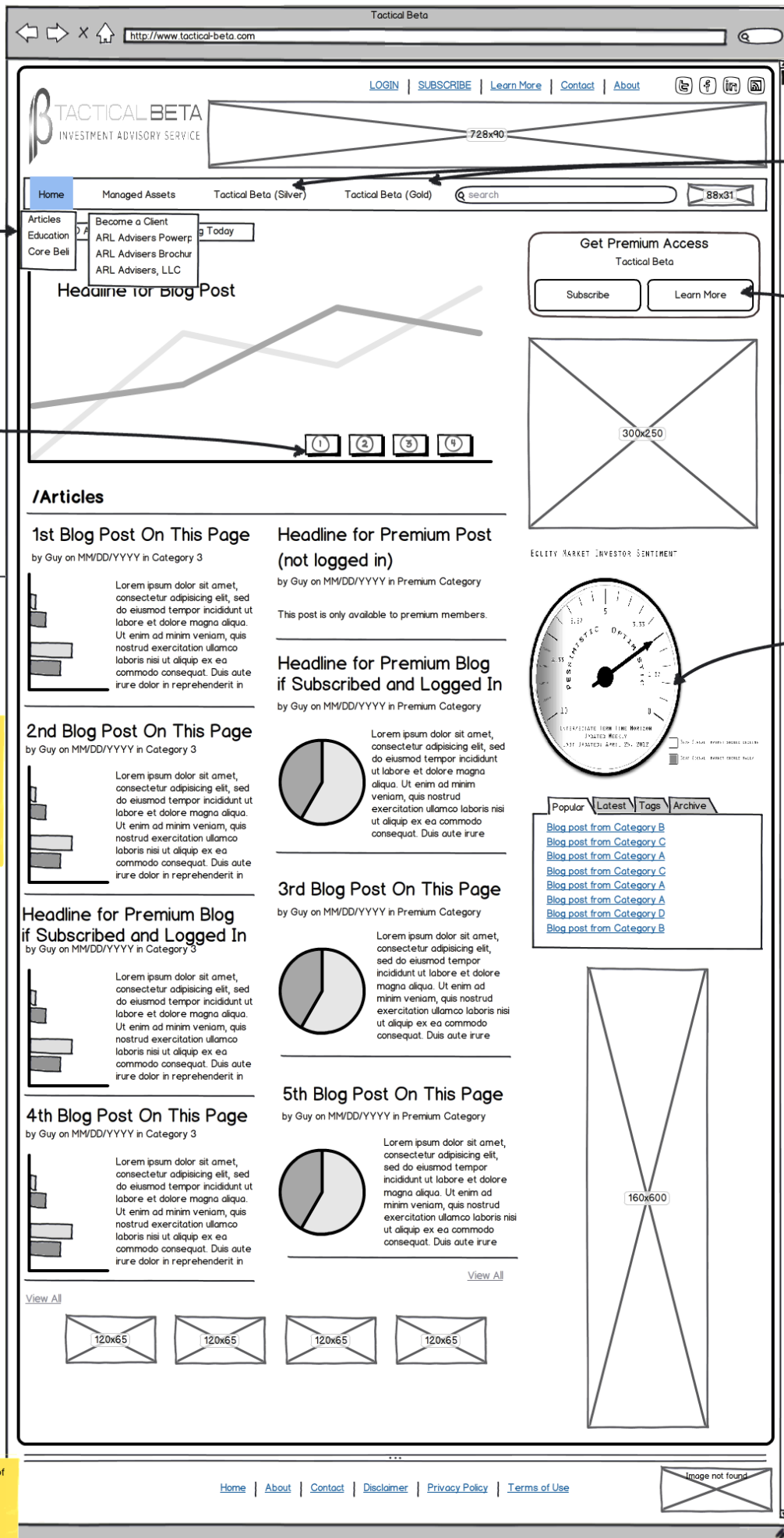
x768 line (approximate)

Commingled content on the home page with both free and premium content displayed.

Premium content will show headline and content and read more if user is logged in

Premium content will show headline only with stop sign (*please subscribe or

Footer links should persist on every page of the site



When clicked link to MLP no drop down options unless user is logged in.

This is a module to allow a user to sign up or learn more..

Subscribe: should open an overlay where the user selects which subscription plan to subscribe to, Silver/Gold, monthly or annual.

Learn More: links to the MLP for Tactical Beta

If user is not logged in or not subscribed and clicks link to access data behind widget they should be redirected to the MLP.

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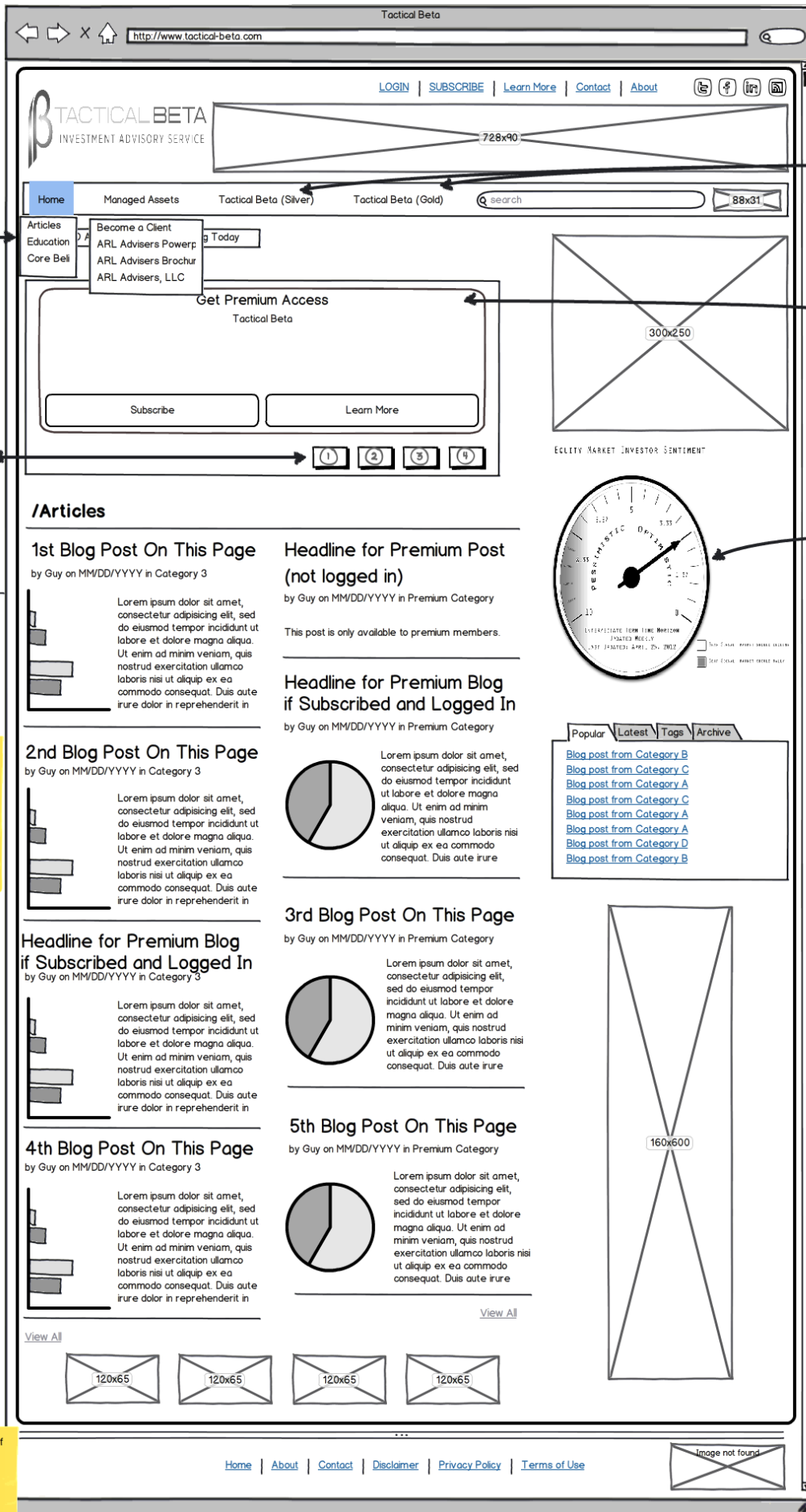
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Only show this homepage for users who are subscribers to the silver product and logged in.

If user is logged in and subscribed, then no ads should display on premium-only pages

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Articles Education Core Bell

Become a Client ARL Advisers Powerp ARL Advisers Brochure ARL Advisers, LLC

Daily Sentiment Report Content Category 2 Content Category 3

Headline for Blog Post

ECLEITY MARKET INVESTOR SENTIMENT

PERMUTISTIC DRYING

1 2 3 4

/Articles

1st Blog Post On This Page by Guy on MM/DD/YYYY in Category 3

2nd Blog Post On This Page by Guy on MM/DD/YYYY in Category 3

Headline for Premium Blog by Guy on MM/DD/YYYY in Category 3

4th Blog Post On This Page by Guy on MM/DD/YYYY in Category 3

Daily Sentiment Report by Guy on MM/DD/YYYY in Premium Category

Daily Sentiment Report by Guy on MM/DD/YYYY in Premium Category

Daily Sentiment Report by Guy on MM/DD/YYYY in Premium Category

Daily Sentiment Report by Guy on MM/DD/YYYY in Premium Category

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Image not found

If user is logged in and subscribed to the Silver premium product, then the Gold product tab should be displayed here and link to a MLP.

When user clicks link to MPL for Gold product no drop down options unless user is logged in.

When user clicks on the widget they should be taken to the data that supports the widget.

What tabs/content will be in the sidebar widget?

www.thetechnicaltake.com will redirect to www.tactical-beta.com

Only show this homepage for users who are subscribers to the gold product and logged in.

If user is logged in and subscribed, then no ads should display on premium-only pages

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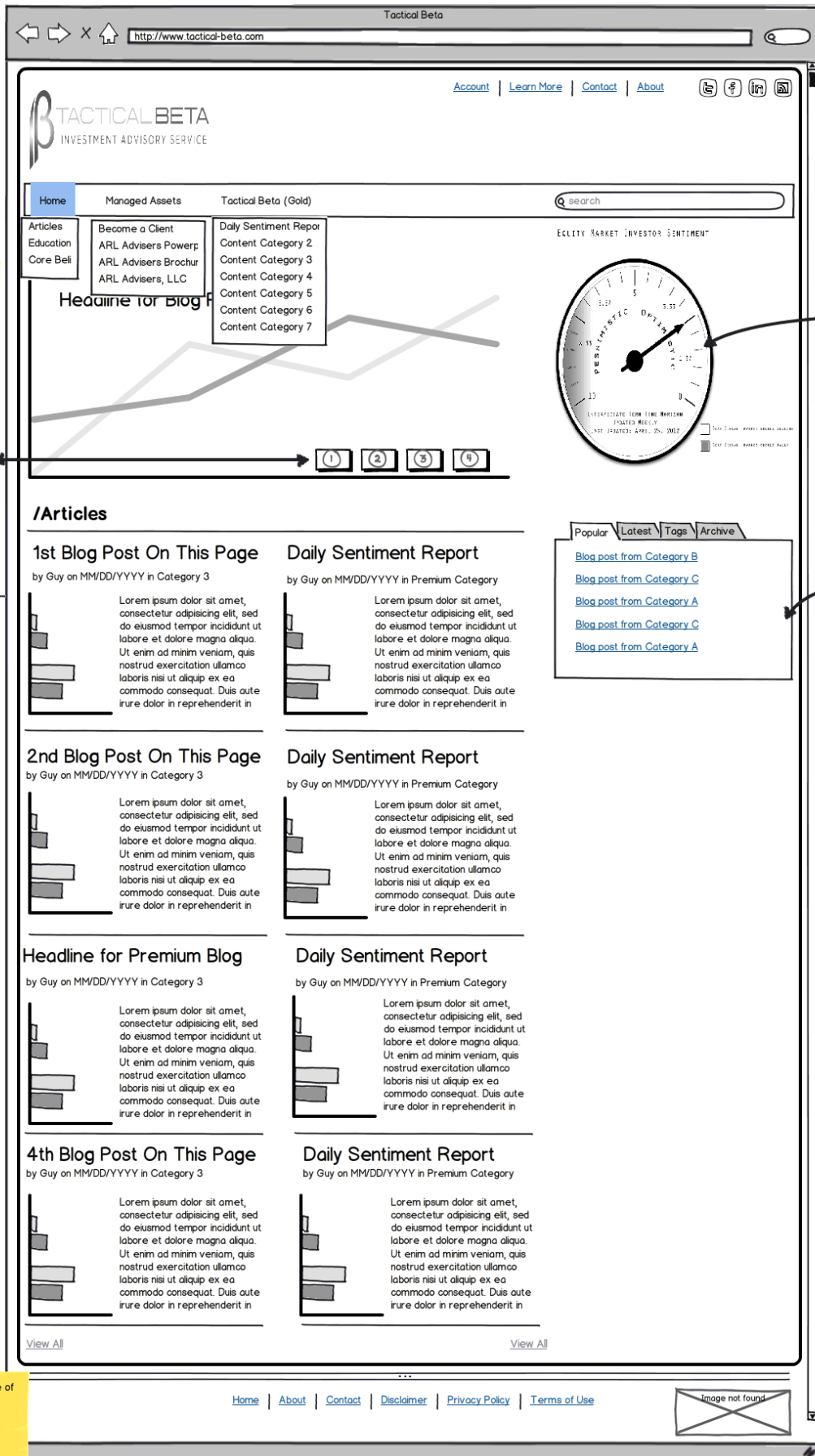
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If user is logged in and subscribed to the Gold premium product, then the Silver product tab should not be displayed here.

Gold Members will be able to click on the widget and be taken to the data behind the widget

What tabs/content will be in the sidebar widget?

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This page is only available to silver or gold members when logged





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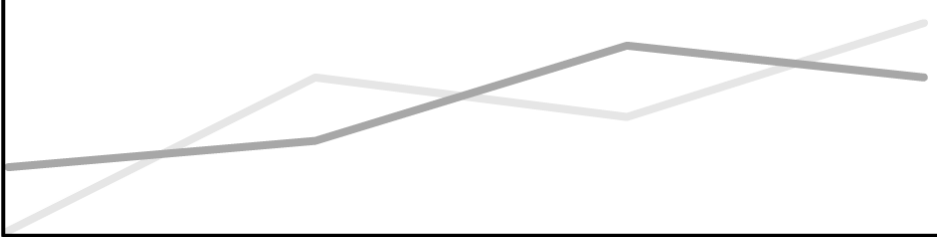
search

Model Portfolio

Performance Details

The goal of the Tactical Beta Model Portfolio is to generate a return that exceeds the long term returns (8.78% annualized total return since 1871) of the SP500 with significantly less risk than buy and hold S&P500. The strategy invests in exchange traded funds (ETF's), and the portfolio is constructed utilizing ETF's from the 4 basic assets: equities, Treasury bonds, commodities, and currencies. This is a long only portfolio. 60% of the funds are allocated towards equities when there is an equity buy signal. The other 40% of the portfolio is divided up equally amongst the other assets. If equities are on a sell signal, then the other assets get no more than a 20% allocation. The portfolio is rebalanced weekly if there are new signals. The Tactical Beta Model Portfolio is a simple 4 asset strategy that seeks to take advantage of proprietary strategies developed for each asset.

From November 1, 1991 to May 11, 2012, the Tactical Beta Model Portfolio had a compound annualized growth rate (CAGR) of 13.41%. By contrast, buy and hold SP500 had a CAGR of 6.18%. (Returns do not include dividends, interest paid on cash, trading costs, or slippage.) The Tactical Beta Model Portfolio equity curve



Returns By Year (52 Week Rolling Periods)

Updated Weekly - Last Update 4/15/2012

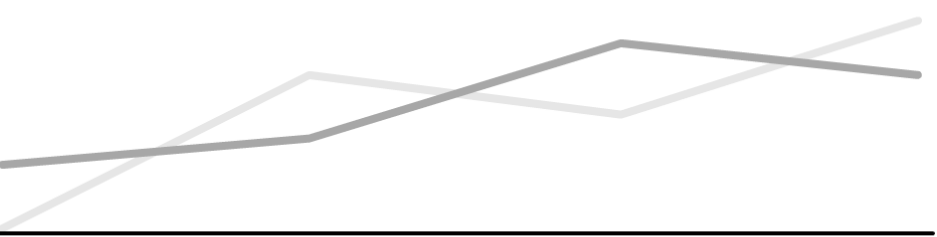
Year	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	
Return	3.92%	0.17%	22.93%	21.95%	9.80%	8.40%	30.29%	3.14%	33.37%	15.85%	(-8.63%)	

The Tactical Beta Model Portfolio averaged less than 40 round trip trades per year. The portfolio had greater than 100% of its assets invested approximately 50% of the time. The Tactical Beta Model Portfolio is constructed to capture the major asset up trends while avoiding the down turns.

Drawdown is the peak-to-trough decline (in percentage terms) of an investment, and it is measured from the time a retrenchment begins to when a new high is reached. Drawdown is a measure of risk.

From November 1, 1991 to May 11, 2012, the Tactical Beta Model Portfolio had a maximum equity curve drawdown of 11.26 %, and this was in July, 2009. Over the same time period, buy and hold SP500 had a maximum equity curve drawdown of 56.24 % (2009). For the Tactical Beta Model Portfolio, the longest drawdown lasted 43 weeks before new equity curve highs were made. With buy and hold SP500, the longest drawdown period lasted 297 weeks or nearly 6 years! The underwater equity curve (i.e., a measure of draw down) for the Broad Market Model Portfolio is shown in the next graph.

Drawdown



Historical returns and portfolio examples shown on this website are not presented net of investment advisory fees or other transaction costs. Actual performance results will vary from these examples. Past performance is not indicative of future results. This material should not be considered a recommendation to purchase or sell any particular security or an offer to sell any product.

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Only show upgrade if user is subscribed to Silver. Do not show if user is subscribed to Gold product.

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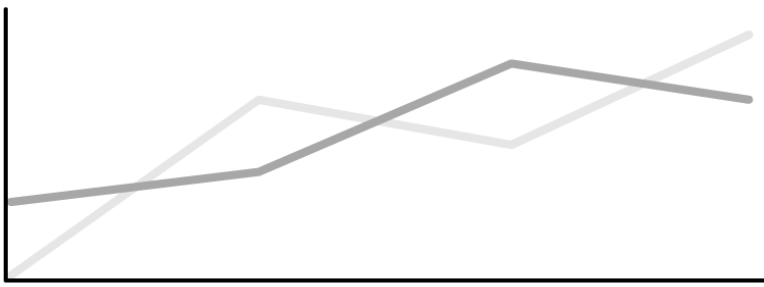
The Daily Sentiment Report

Rydex Asset Data

Report Details

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Figure 1. Rydex Bullish and Leveraged to Bearish and Leveraged/ daily



1) The ratio of Bullish and Leveraged to Bearish and Leveraged: 2.44

2) Values ≤ 1 (below blue line) means more bears than bulls and typically this is bullish for prices

3) Values ≥ 2 (above red line) means more bulls than bears and typically, this is

Figure 2. Rydex Money Market Fund/ daily

Figure 2a. Rydex Buying Power/ daily

Figure 3. Rydex Relative and Absolute Combination Indicator/ daily

Figure 4. Rydex Combo Indicator/ daily

Figure 5a. \$VIX/ daily - Figure 5b. \$VXN/ daily

Figure 6. Rydex Total Bull v. Total Bear/ weekly

Figure 7. Rydex Buying Power/ weekly

My Comments

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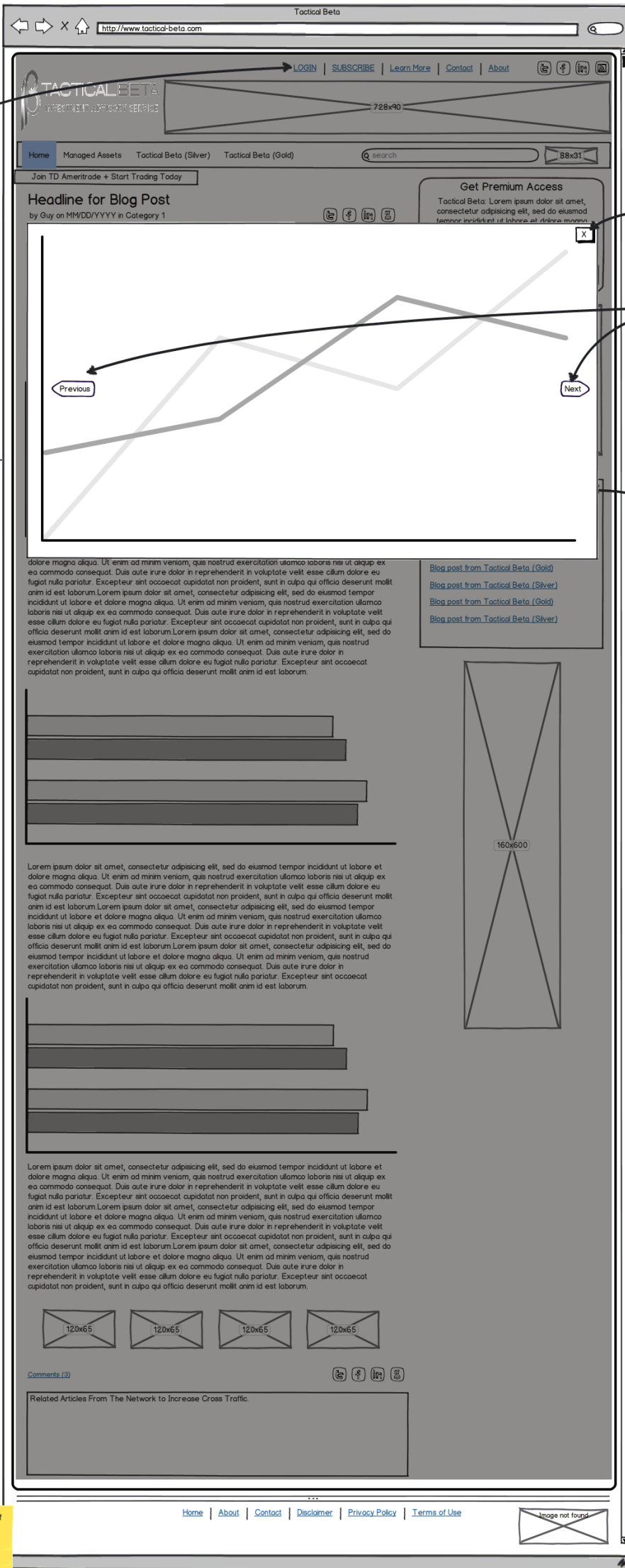
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Accordion will expand and collapse report content when clicked.

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If user is logged in to Gold product do not show Login and subscribe show account. If user is logged in to Silver product do not show login or subscribe show account and upgrade tab.

Once the user clicks on the thumbnail bring up an overlay of the larger image and grey out the rest of the site content. Larger image should dynamically fill browser window.

Allow image to fill screen dynamically depending on screen size. Do not exceed original size if it will cause a decrease in image quality.

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If user is logged in and subscribed to the Silver premium product, then the Gold product tab should be displayed here and link to a MLP. If user is logged in and subscribed to the Gold premium product, then the Silver product tab should not be displayed here.

Allow user to close overlay once they click x button or by hitting Esc button or by clicking anywhere outside the image.

When user clicks on previous/next this will bring them to the image overlay for the next images on the article in sequential order. Also allow for this function to be done by using the keyboard arrows.

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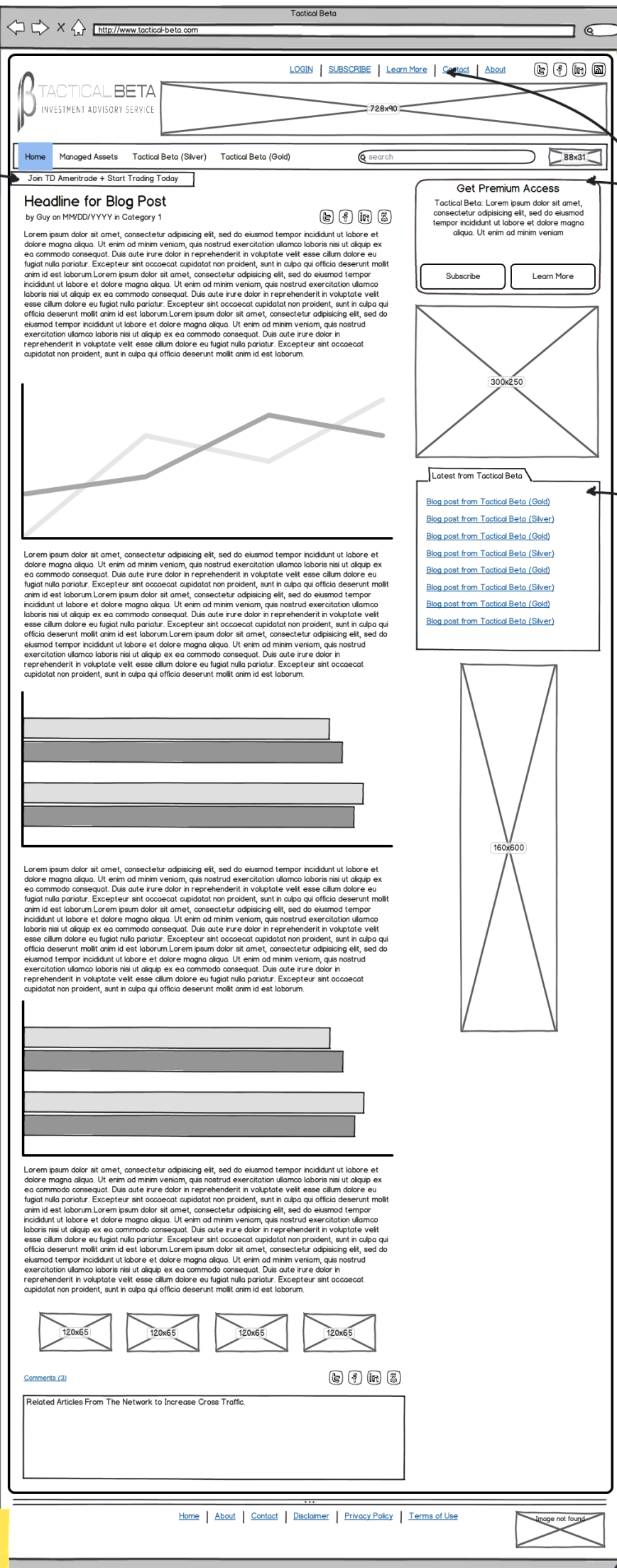
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Additional short description of the Tactical
Beta product(s)

Add another sidebar widget with
Popular/Latest for free content,
tags/categories, etc.?

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[illegible]

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