



RENO, Nev. – April 19, 2010 – Navellier & Associates (www.navellier.com), a registered investment advisor and one of the charter firms in the retail wrap business with approximately \$2.6 billion under management is expanding its offerings by introducing a brand new ETF-based suite of strategies called Navellier Vireo™. Navellier launched the corresponding Navellier Vireo™ website at www.navelliervireo.com.

Vireo is a series of actively managed portfolios that seek to deliver superior returns through a focused strategy of avoiding losses, especially during extended market downturns. The Vireo portfolio of strategies (based on **AlphaSector Premium Indices** published by **F-Squared Investments, Inc.**) has a single-minded focus: limit losses during extended market downturns. This strategy, known as defensive allocation, attempts to deliver improved returns in up markets by constantly working from a position of strength (i.e., when losses are limited, portfolios don't have to recover losses before making new gains). Each of the four Vireo portfolios is based on AlphaSector Indices that have displayed attractive risk-adjusted returns through a combination of diversification and defensive re-allocation, including a cash equivalent.

Superior Performance and Risk Management Can Work Brilliantly Together

The indices have built a powerful long-term track record by utilizing a unique investment approach – literally every investment decision seeks to avoid losses. This novel approach to the market has resulted in a rare double benefit: repeatable outperformance coupled with structurally lower market risk.^{1,2}

The AlphaSector™ Premium Index is an “active index” constructed from exchange traded funds (ETFs) that track the primary sectors of the S&P 500³ plus a short-term Treasury ETF. AlphaSector™ Premium uses no derivatives, no leverage, nor shorts any stocks.⁴

“Our marketing research revealed that many investors, especially those nearing retirement, cannot recover from large losses such as those seen in 2008 and therefore seek a more defensive approach for their portfolios,” explained Vice-President of Sales, Paula Boyd. “As such, we conducted an extensive search to find a system that has delivered strong relative performance in up markets, but exhibited defensive attributes in down markets. We believe we have found that with F-Squared Investments and the AlphaSector™ Premium Index, and their related indices.”

Low cost separately managed accounts (SMAs) that track the AlphaSector Premium Indexes are available from Navellier & Associates. Options include US Equity, Global, International Equity and an All Weather option. Because these strategies are invested exclusively in ETFs, implementation is easy and cost effective.

About Navellier & Associates, Inc.

Navellier & Associates is a premier [money manager](#) dedicated to finding the market's best [growth stocks](#). Founded in 1987 by acclaimed growth analyst [Louis Navellier](#), Navellier has guided clients for more than 20 years with a disciplined, style-consistent investment approach designed to maximize returns while controlling excessive risk. Navellier & Associates is based in Reno, Nevada.

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Past performance is no guarantee of future results.

¹*Morningstar Direct, Active Index Solutions, LLC, F-Squared Investments, Inc. Periods ending 12/31/2009. Peer group includes all Large Cap US Equity mutual funds as defined by Morningstar Direct. AlphaSector Premium Index is not subject to fees and expenses typically associated with mutual funds. Investments cannot be made directly in an index.*

²*Relative Standard Deviation as Risk Measure*

³*S&P 500 is a registered trademark of Standard and Poors, Inc.*

⁴*While the Index does not use leverage or derivatives, the ETFs that it invests in might use such tools.*

Some of the information in this press release may contain projections or other forward-looking statements regarding future events or the future financial performance. We wish to caution you that these statements are only predictions and that actual events or results may differ materially. We refer you to the documents and informational materials that Navellier prepares regarding Vireo, and to Navellier & Associates, Inc.'s Form ADV. These documents contain and identify important factors that could cause the actual results to differ materially from those contained in our projections or forward-looking statements. Navellier assumes no obligation, and does not intend, to update these forward-looking statements. Investment in securities involves substantial risks, including the potential for partial or complete loss of capital invested. "AlphaSector" is a service mark of F-Squared Investments, Inc.