



BRC INVESTMENT MANAGEMENT LLC

NEWS RELEASE

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BRC Investment Strategies Available through Smartleaf, Inc.

Denver, CO. January 15, 2012 — John R. Riddle, Managing Principal and Chief Investment Officer, announced today that the company had recently executed a relicense agreement for model portfolios with Smartleaf, Inc. a leading provider of overlay portfolio management solutions to wealth managers. Beginning this month, the company will transmit the model portfolios for the **BRC Large Cap Concentrated Equity**, **BRC Large Cap Concentrated/Value Equity**, **BRC Mid Cap Diversified Equity** and **BRC Small Cap Diversified Equity** strategies to Smartleaf.

Smartleaf's overlay portfolio management solution gives wealth managers – from large banks to independent investment advisors and broker dealers – the ability to simultaneously scale their business, customize investment strategies and maintain control over operations. By automating the customization and tax management of investment accounts, Smartleaf enables unprecedented speed in daily portfolio review, efficient rebalancing and the compliant execution of critical investment decisions across every account in a firm's book of business. Founded in 1999, Smartleaf has more than \$50 billion in assets under management and is headquartered in Cambridge, Mass. For more information on Smartleaf, contact sales@smartleaf.com or visit www.smartleaf.com.

For over 16 years, the BRC investment philosophy and process has been directly influenced by investors' tendency to act irrationally when confronted with issues relating to their money and investments. While much of economic theory is based on the notion that investors behave consistently

BRC Investment Management LLC

2

and efficiently, BRC believes there are clear boundaries to the degree of rationality that both professional and individual investors are able to apply. The name BRC is an acronym for “Bounded Rationality Concepts” which reinforces the company’s strong ties to the field of behavioral economics.

BRC Investment Management LLC is a 100% employee owned, SEC registered investment advisor dedicated to the active management of U.S. equity investments. For more information on the company and investment products, please refer to the website www.brcinvest.com.