
Mount & Nadler

Incorporated

Public Relations for Financial Services

425 Madison Avenue, New York, NY 10017 / 212-759-4440 / fax: 212-371-0787/andrew@mountandnadler.com

CONTACT: ANDREW GREENE

Founded 1980

May 16, 2017

FOR IMMEDIATE RELEASE

The Prudent Speculator Investment Newsletter Marks Four Decades of Beating the Market

Launched in 1977 by Al Frank, The Prudent Speculator celebrates 40th anniversary as the #1 ranked investment newsletter by Mark Hulbert and The Hulbert Financial Digest.*

ALISO VIEJO, CA -- In 1977, Al Frank captured his investment convictions in a series of stock picks that became *The Prudent Speculator*, the number one-ranked investment newsletter*, according to Mark Hulbert and *The Hulbert Financial Digest*.

The Prudent Speculator marks its 40-year anniversary following the same investment philosophy that inspired Al Frank to hammer out that first four-page issue on a manual typewriter in his apartment.

At its heart, the monthly newsletter is a bargain hunter that follows a go-anywhere approach to finding the best stock values. The publication comprises four different diversified portfolios of between 50-80 stocks. Patience and a willingness to invest for the long-term in out-of-favor stocks and sectors are hallmarks of *The Prudent Speculator*.

This approach has allowed it to handily beat the broader market over long periods. Since the newsletter's launch in March 1977, its 1,867 stock recommendations have returned, on average, an annualized 17.19%¹, not including dividends. During that same period, the S&P 500 has returned 10.96%.

¹Buckingham, John. "Newsletter Portfolio Performance." *The Prudent Speculator*. 02 May 2017. Web. Please see disclosures for additional information. Not intended to be representative of newsletter average performance or individual portfolio performance.

And since mid-1980, *The Prudent Speculator's* model portfolios have, on average, generated a 15.05% annualized return compared to 11.38% annualized return for the Wilshire 5000 Index [6/30/80-4/30/17], according to Mark Hulbert², who monitors financial newsletters.

John Buckingham, who worked with Al Frank in the newsletter's early days, was named Director of Research and Chief Portfolio Manager of Al Frank Asset Management in 1990, also taking on *The Prudent Speculator's* research and stock recommendations.

Buckingham became Editor of *The Prudent Speculator* in 2002 following Al Frank's death, but has maintained the same consistent investment approach that has made the newsletter a preeminent investment guide.

The Prudent Speculator follows a traditional value approach to selecting and screening stocks, Buckingham notes, but its portfolios bear little resemblance to value indexes.

"We're an eclectic value investor," Buckingham said, adding that the portfolios favor dividend-paying stocks. "We've become known as the little secret that crushes the market³."

Subscriptions to *The Prudent Speculator* are available monthly (\$27.99), annually (\$295) or for two-years (\$495). Subscribers are e-mailed a copy of the newsletter each month and also receive weekly market updates and the ability to send questions to The Prudent Speculator's investment committee, among other benefits.

For more information, go to <https://theprudentspeculator.com/>

² Hulbert, Mark. "Performance Scoreboards Since Inception." *Hulbert Ratings*. 01 May 2017. Web.

³ Hulbert, Mark. "The Little Newsletter That Crushed the Market." *Barron's*, 23 Feb. 2017. Web.

* The newsletter average performance of *The Prudent Speculator* has been the #1 ranked (of 14 newsletter averages), not adjusted for risk, investment newsletter since inception, according to Mark Hulbert and *The Hulbert Financial Digest* as of 4/30/17. Hulbert calculates newsletter performance on a total return basis, and it is reflective of dividends, splits, corporate actions, margin (if used), and transaction costs. The use of margin magnifies gains/losses and increases risk to a portfolio. Taxes are not taken in account. More information can be found at <http://hulbertratings.com/methodology>.

The Prudent Speculator newsletter's Hulbert performance calculation is based on the average of its four newsletter portfolios. TPS Portfolio is the Al Frank Credit Trust's actual investment portfolio. Buckingham Portfolio is John Buckingham's actual investment portfolio. Though not presently leveraged, it has been so in the past. It is not based on actual client returns. Millennium Portfolio is unleveraged and hypothetical. It is not based on actual client returns. PruFolio is unleveraged and hypothetical. It is not based on actual client returns. There are inherent limitations within these model portfolio results as the securities are not actually purchased or sold. They may not reflect the impact, if any, of material market conditions which can affect the decisions related to the execution of securities traded in real time.

Please note that the neither the average newsletter performance as calculated by Hulbert, nor the performance of any of the newsletter portfolios, either individually or in concert, is or is intended to be representative of any individual product available through AFAM, which are subject to risks and uncertainties. No guarantee of investment performance is being provided, and no inference to the contrary should be made. There is a risk of loss from an investment in securities. Past performance is not a guarantee of future performance.

John Buckingham is the Chief Investment Officer of Al Frank Asset Management, a division of AFAM Capital, Inc. AFAM is a registered investment advisor, edits *The Prudent Speculator*, and is the investment advisor to individually managed client accounts and certain mutual funds. Registration of an investment adviser does not imply any certain level of skill or training. 170-AFAM-5/5/2017