

# CRAWFORD INVESTMENT COUNSEL

*Core Equity Update*

*3<sup>rd</sup> Quarter, 2011*

## **The Firm**

- Founded in 1980
- 100% Employee Owned
- \$3.2 billion in total assets
- \$239 million in product assets

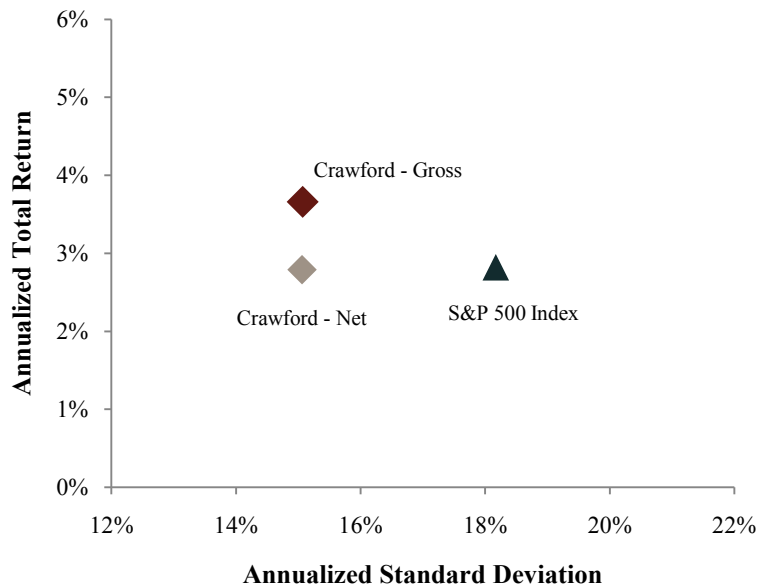
## **Investment Philosophy**

- Long-term investor
- Bottom-up, sector neutral
- Fundamental research driven
- Invest in growing, consistent, high quality companies trading at attractive valuations

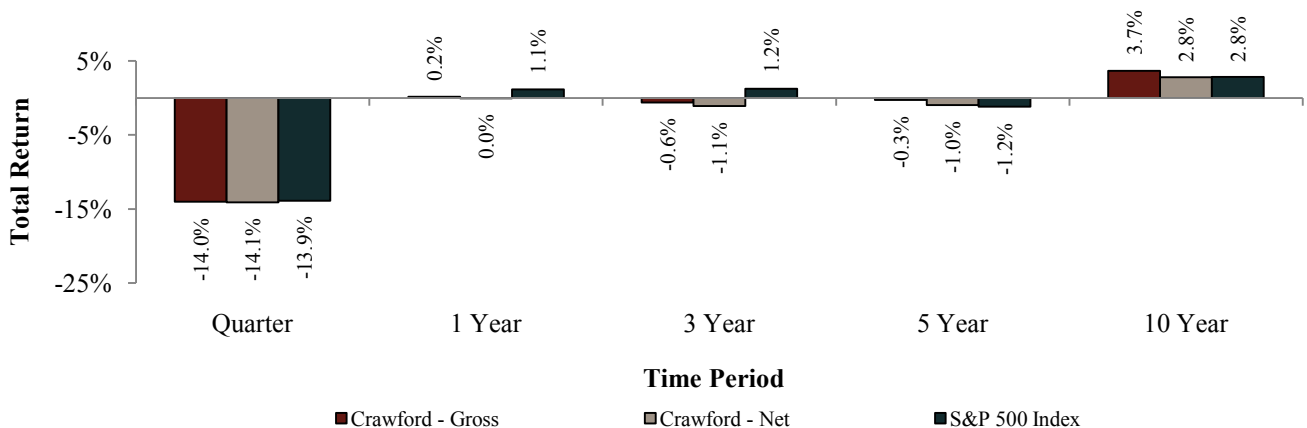
## **The Portfolio**

- 40-45 stocks
- 25-30% average annual turnover

## **Return/Risk Comparison 10 Year Period Ending September 30, 2011**



## **Performance - Periods Ending September 30, 2011**



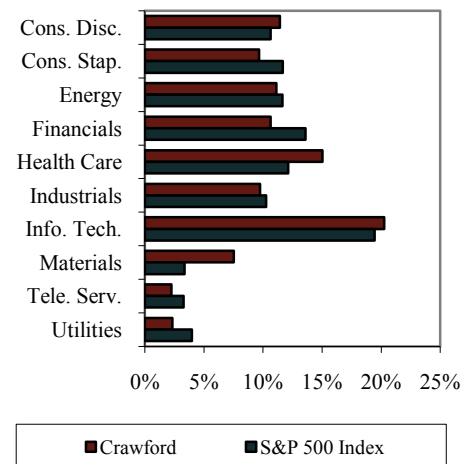
Past performance is not indicative of future results. Please see the composite annual disclosure presentation found on the reverse side of this fact sheet.

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## Top Ten Holdings

Rank	Company	Characteristic	Crawford	S&P 500 Index
1.	International Business Machines Corp.			
2.	Procter & Gamble Co.			
3.	Colgate-Palmolive Co.	Dividend Yield	2.8%	2.4%
4.	Chevron Corp.	Historical 10 Year Dividend Growth Rate	14.8%	7.5%
5.	Target Corp.			
6.	McDonald's Corp.	Estimated Future 5 Year EPS Growth Rate	10.5%	11.7%
7.	Microsoft Corp.	10 Year EPS Variability	28.6%	52.3%
8.	Exxon Mobil Corp.	P/E Ratio (NTM)	11.4x	13.1x
9.	Intel Corp.	Average Market Cap.	\$65.4B	\$85.1B
10.	Eli Lilly & Co.	Median Market Cap.	\$33.2B	\$45.1B

## Sector Allocation



Holdings are subject to change. This is not a recommendation to buy, sell or hold any of the securities listed. Dividend yield is one component of performance and should not be the only consideration for investment. Sector allocation, holdings and portfolio characteristics are shown as supplemental information to the annual disclosure presentation shown below.

## ANNUAL DISCLOSURES

Composite Assets								
Year End	Total Firm Assets (\$ millions)	Composite Assets (\$ millions)	% of Balanced Carve-Outs	# Of Accounts at Year End	Asset-Weighted Annual Gross	Asset-Weighted Annual Net Return	Annual Composite Dispersion	S&P 500 Index
2010	\$3,165	\$210	0%	5	12.62%	12.37%	N/A	15.06%
2009	\$2,631	\$206	16%	7	18.22%	17.27%	N/A	26.46%
2008	\$2,046	\$3	0%	5 or Fewer	-27.20%	-27.96%	N/A	-37.00%
2007	\$2,834	\$3	0%	5 or Fewer	5.17%	4.12%	N/A	5.49%
2006	\$2,921	\$3	0%	5 or Fewer	16.14%	15.02%	N/A	15.79%
2005	\$2,643	\$1	0%	5 or Fewer	-1.19%	-2.18%	N/A	4.91%
2004	\$2,258	\$1	0%	5 or Fewer	11.41%	10.30%	N/A	10.88%
2003	\$1,845	\$1	0%	5 or Fewer	28.37%	27.12%	N/A	28.68%
2002	\$1,350	\$1	0%	5 or Fewer	-14.52%	-15.36%	N/A	-22.10%
2001	\$1,332	\$1	0%	5 or Fewer	-4.88%	-5.80%	N/A	-11.89%
2000	\$1,231	\$1	0%	5 or Fewer	-0.71%	-1.70%	N/A	-9.10%

N/A - Information is not statistically meaningful due to an insufficient number of portfolios in the composite for the entire year.

**Core Equity Composite** contains all fully discretionary, taxable and tax-exempt, core equity accounts and for comparison purposes is measured against the S&P 500 Index. Beginning January 1, 2007, the minimum account size for this composite is \$500 thousand.

Crawford Investment Counsel, Inc. has prepared and presented this report in compliance with the Global Investment Performance Standards (GIPS®).

Crawford Investment Counsel, Inc. is an independent registered investment adviser. The firm maintains a complete list and description of composites, which is available upon request.

Results are based on fully discretionary accounts under management, including those accounts no longer with the firm. Past performance is not indicative of future results.

The U.S. Dollar is the currency used to express performance. Returns are presented gross and net of management fees and include the reinvestment of all income. Net of fee performance is calculated based on the actual fees experienced by the client. Prior to October 1, 2007, net of fee performance was calculated based on the maximum fee charged per our stated public fee schedule. The annual composite dispersion presented is an asset weighted standard deviation calculated for the accounts in the composite the entire year. Additional information regarding the policies for calculating and reporting returns is available upon request.

The investment management fee schedule for the composite is 0.75% on the first \$5 million; and 0.50% on the balance with a minimum annual fee of \$25,000. Actual investment advisory fees incurred by clients may vary.

Balanced portfolio segments are included in this composite and in periods where single asset segments exist, cash has been allocated according to the average cash position those single segment accounts held. A 5% cash allocation has been consistently applied to the composite for periods where no single asset accounts are included.

The Core Equity Composite was created in 2005. Crawford Investment Counsel, Inc.'s compliance with the GIPS has been verified firm-wide by Ashland Partners & Company, LLP for the period January 1, 1981 through December 31, 2009. A copy of the verification report is available upon request.