

FireRock Research, LLC

CNBC.COM
\$1 Million Dollar Challenge



9/23/2008

1

CNBC \$1Million Dollar Challenge Mission

- On May 12th 2008, FireRock Research set out to put the FireRock Element up against the CNBC.COM Million Dollar Challenge.
- Our goal was to show how the Element not only is a powerful stock research tool, but how effective it is in a down market.
- Seven stocks were bought based on the following criteria:
 - The stocks were selected randomly based on their price.
 - The stock price for each was approximately \$10.
 - The stocks selected were all flagged as strong accumulates.
- The next slide summarizes our performance.

CNBC Portfolio Summary

- When FireRock Research established the CNBC.COM contest portfolio on May 12th, 2008, the S&P 500 was trading at 1403.58.
- On August 12th, the S&P closed at 1289.59.
- Based on our Performance, from May 12th to August 12th, FireRock had a performance gain of **+43.36%** vs. the **-8.12%** yield of the S&P 500 during the same range of time.
- Attached you will find the order execution summary, our portfolio holdings at the close of the challenge, and our contact information for any questions you may have regarding the presentation of data and the FireRock Element.
- Enjoy!

CNBC \$1Million Dollar Challenge Portfolio



COMPANY	# of SHARES	DATE BOUGHT	PRICE BOUGHT	DATE SOLD	PRICE SOLD	TOTAL GAIN	PERCENT GAIN
WESTERN REFINING	27,272.70	MAY 13 2008	\$8.25	JUNE 9 2008	\$12.11	\$105,272.62	46.79%
CROCS	19,702.30	MAY 13 2008	\$11.42	JUNE 9 2008	\$9.18	(\$44,133.15)	-19.61%
CNET	28,125.00	MAY 13 2008	\$8.00	JUNE 9 2008	\$11.43	\$96,468.75	42.88%
VPHM	24,725.30	MAY 13 2008	\$9.10	JULY 18 2008	\$9.84	\$18,296.72	8.13%
SUNH	20,815.90	JUNE 11 2008	\$13.75	JULY 18 2008	\$13.76	\$208.16	0.07%
OXPS	12,465.90	JUNE 11 2008	\$22.96	JULY 18 2008	\$23.97	\$12,590.56	4.40%
TRLG	11,290.70	JUNE 11 2008	\$25.35	JULY 18 2008	\$27.30	\$22,016.86	7.69%

Below, had the CNBC.com \$ Million Dollar Challenge continued beyond the end date of July 18th 2008, the FireRock portfolio would have gained 43.36% in a negative market of more than -8.12% over a 12 week performance.

COMPANY	# of SHARES	DATE BOUGHT	PRICE BOUGHT	DATE SOLD	PRICE SOLD	TOTAL GAIN	PERCENT GAIN	TOTALS
VPHM	24,725.30	MAY 13 2008	\$9.10	AUGUST 13 2008*	\$13.24	\$102,362.74	45.49%	\$327,362.97
SUNH	20,815.90	JUNE 11 2008	\$13.75	AUGUST 13 2008*	\$17.00	\$67,651.68	23.64%	\$353,870.30
OXPS	12,465.90	JUNE 11 2008	\$22.96	AUGUST 13 2008*	\$26.03	\$38,270.31	13.37%	\$324,487.38
TRLG	11,290.70	JUNE 11 2008	\$25.35	AUGUST 13 2008*	\$29.04	\$41,662.68	14.56%	\$327,881.93
							STOCKS TOTAL =	\$1,333,602.58
TOTAL INVESTMENT = \$1,000,000							IN CASH =	\$100,000.00
*HAD CONTEST CONTINUED, VALUED AT		\$1,433,602.58	TOTAL GAIN =		43.36%	PORTFOLIO TOTAL INCLUDING CASH = \$1,433,602.58		



9/23/2008

Appendix

- Portfolio Holding at close
 - *August 13th 2008
- Orders of Execution
 - May 13th 2008
 - June 9th 2008
 - June 11th 2008

Holdings End of Day 8/13/08

Current Holdings of 8/13/08 at 8:07am EST		
% of Portfolio at EOD 7/18/08 - 4pm EST		
OXPS	TRLG	Stocks, Intraday \$1.334M 196,835 95%
optionsXpress Holdings Inc \$26.03 \$324,488 0 12,465.90 25%	True Religion Apparel Inc \$29.04 \$327,881 0 11,290.70 26%	
SUNH	VPHM	Cash, Intraday \$59,954 5%
Sun Healthcare Group Inc \$17.00 \$353,870 0 20,815.90 24%	ViroPharma Inc \$13.24 \$327,363 0 24,725.30 20%	Portfolio Value* \$1.490M

CNBC Orders of Execution

13-May-08			
Started with \$1,000,000			
Put \$250,000 in each of the 4 stocks			
Order of Execution: 1 of 4	Order of Execution: 2 of 4	Order of Execution: 3 of 4	Order of Execution: 4 of 4
Order #999FBA20-AF72-4BFC-A128-2F2508D5E64D	Order #EB5FAFC6-ABBE-45A8-A4FE-F71155E05C0B	Order #D4ADD598-92DE-4BC0-80AB-434BE9C12648	Order #628EA686-1E4B-44DA-876E-46B562ABB660
<u>WNR</u>	<u>CROX</u>	<u>CNET</u>	<u>VPHM</u>
Company Name	Company Name	Company Name	Company Name
Western Refining Inc	Crocs Inc	CNET Networks Inc	ViroPharma Inc
Order Status	Order Status	Order Status	Order Status
Executed	Executed	Executed	Executed
Final Reallocation	Final Reallocation	Final Reallocation	Final Reallocation
0.00%	0.00%	0.00%	0.00%
→ 25.00%	→ 25.00%	→ 25.00%	→ 25.00%
Price/Share	Price/Share	Price/Share	Price/Share
\$8.25	\$11.42	\$8.00	\$9.10
# of Shares	# of Shares	# of Shares	# of Shares
27,272.70	19,702.30	28,125.00	24,725.30

CNBC Orders of Execution con't

9-Jun-08		
Sold out three positions		
Order of Execution: 1 of 3	Order of Execution: 2 of 3	Order of Execution: 3 of 3
Order #4F3D8439-E9BC-4CF4-AB73-253A4286F950	Order #1CEA2F67-9E26-4FE4-B071-0635BA0C272B	Order #CAB2CA18-0F1A-4B45-A583-DD9D81F08D06
WNR	CNET	CROX
Company Name Western Refining Inc	Company Name CNET Networks Inc	Company Name Crocs Inc
Order Status Executed	Order Status Executed	Order Status Executed
Final Reallocation 28.70%	Final Reallocation 27.90%	Final Reallocation 15.70%
→ 0.00%	→ 0.00%	→ 0.00%
Price/Share \$12.11	Price/Share \$11.43	Price/Share \$9.18
# of Shares 27,272.70	# of Shares 28,125.00	# of Shares 19,702.30

CNBC Orders of Execution con't

11-Jun-08		
Bought the following		
Order of Execution: 1 of 3	Order of Execution: 2 of 3	Order of Execution: 3 of 3
Order #EA21241D-BDB1-4ECA-B92F-1BE617231AF2	Order #02E57743-4B7B-46C7-9B92-58BED2CB337A	Order #542E84FA-F932-47D7-A23B-5550374890A2
SUNH	OXPS	TRLG
Company Name Sun Healthcare Group Inc	Company Name optionsXpress Holdings Inc	Company Name True Religion Apparel Inc
Order Status Executed	Order Status Executed	Order Status Executed
Final Reallocation	Final Reallocation	Final Reallocation
0.00%	0.00%	0.00%
→ 25.00%	→ 25.00%	→ 25.00%
Price/Share \$13.75	Price/Share \$22.96	Price/Share \$25.35
# of Shares 20,815.90	# of Shares 12,465.90	# of Shares 11,290.70

Contact Information

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