



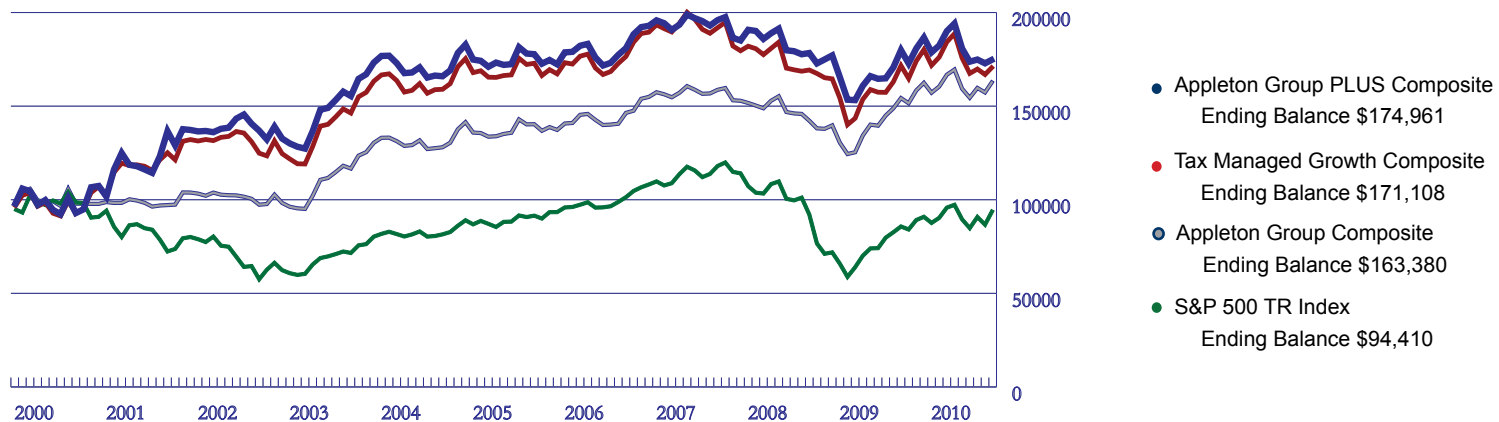
Since Inception Composite Performance

1/1/2000 - 9/30/2010

	YTD Return	1-Yr. Return	3-Yr. Avg. Annual Return	5-Yr. Avg. Annual Return	10-Yr. Avg. Annual Return	Avg. Annual Return Since Inception	Growth of \$100,000
Appleton Group PLUS Composite	-6.26%	-2.76%	-3.71%	-0.32%	+6.54%	+5.34%	\$174,961
Appleton Group Tax Managed Growth Composite	-5.04%	-0.31%	-3.75%	-0.21%	+6.32%	+5.13%	\$171,108
Appleton Group Composite	+0.56%	+5.97%	+0.94%	+2.86%	+4.61%	+4.01%	\$163,380
S&P 500 TR Index	+3.89%	+10.16%	-7.16%	+0.64%	-0.43%	-0.53%	\$94,410

	10 Year Risk (Beta) vs. S&P 500	Value Added by Manager (Alpha) vs. S&P 500	Correlation (R-squared) vs. S&P 500
Appleton Group PLUS Composite	0.17	5.84%	5
Appleton Group Tax Managed Growth Composite	0.34	5.76%	21
Appleton Group Composite	0.44	3.90%	58

Growth of \$100,000 — 1/1/2000 - 9/30/2010



APPLETON GROUP WEALTH MANAGEMENT, LLC

1. Performance quoted represents past performance and is no guarantee of future results.
2. Performance information provided indicates what effect the portfolio adjustments generated by the Appleton Group Wealth Management Discipline™, strictly implemented, have had on a model portfolio as such portfolio adjustments were implemented. Although the portfolio adjustments are actual recommendations which have been generated by the Appleton Group Wealth Management Discipline™ since December 31, 1999, the performance results are for a model portfolio and do not represent the actual performance of accounts managed using the Appleton Group Wealth Management Discipline™.
3. Performance statistics for years 2000-2005 have been calculated net of management fees, net of applicable expenses and net of brokerage costs using a time weighted calculation method. Unlike an actual performance record, these performance results do not reflect the impact a client's economic circumstances might have had on Appleton Group Wealth Management's decision making when managing a client's actual portfolio. Investors should not consider the performance data a substitute for the performance of actual client accounts. Performance information reflects weighted historic performance, rebalanced monthly.
4. Performance statistics for years 2006-present represents actual client performance calculated using the Global Investment Performance Standards (GIPS). Our firm does not claim GIPS compliance for our entire performance history due to the linking of model portfolio performance (2000-2005) with actual client performance (2006-present). Performance statistics for both periods have been independently verified by a certified public accounting firm whose validation letters and a complete history of our performance are available upon request (and can be viewed at www.appletongrouponline.com).
5. While performance is compared to the benchmark indicated, client accounts may be fully invested, partially invested in cash equivalents, invested in inverse ("bear market") funds and/or "short" the market, depending on the portfolio selected. The actual amount of time invested in the market will vary with market conditions.
6. The principal value and return of exchange traded funds and other mutual funds will fluctuate with changing market conditions, and may be worth more or less than your initial investment. All dividend, interest, and capital gain distributions assume reinvestment. Performance statistics do not consider potential tax liabilities as a result of management activity. Please consult your tax advisor for further information.
7. Prior to being branded as *The Appleton Group Portfolios*™ these portfolios were marketed as *The Compass Portfolios*. Appleton Group Wealth Management, LLC became the investment advisor for *The Appleton Group Portfolios*™ on April 5, 2002. Prior to that date, Mark C. Scheffler solely managed *The Compass Portfolios* on a non-discretionary basis while employed as a broker with Robert W. Baird & Company, Inc. which enables the prior firm performance to be carried forward to Appleton Group Wealth Management LLC.
8. Deviation from the models has produced and will produce substantially different results. The S&P 500 TR Index is a broad based unmanaged index of 500 stocks, which is widely recognized as representative of the U.S. equity market in general. You cannot invest directly in an index.