

Investment Highlights

The Large Cap Equity composite return for the quarter was +10.2% versus +11.8% for the Russell 1000 Growth index and +10.8% for the S&P 500 index.

During the fourth quarter Producer Durables were the largest detractor to our relative performance. Specifically 3M (0%) had a flat return resulting from a disappointing 2011 sales growth forecast, and Boeing (-1%), which had to halt test flights of its 787 Dreamliner after an onboard fire. In the Technology sector, Baidu.com (-11%), a Chinese web services company, was our poorest performing position due to fears of a slowdown in growth of the Chinese economy. Our overweighted position in American Tower, owner and operator of wireless and broadcast towers, had a lackluster return of +1% and negatively impacted relative returns. Unfavorable stock selection in the Healthcare sector detracted from relative performance namely Teva Pharmaceuticals (-1%) due to European austerity measures aimed at reducing pharmaceutical costs and generic threats to key drugs, and Merck (-1%) which we eliminated from the portfolio in early January 2011.

The portfolio benefited from good stock selection in the Energy sector as crude oil prices surged and coal consumption climbed on emerging market demand. Peabody Energy (+31%), Occidental Petroleum (+26%) and Schlumberger (+36%) were top contributors. Our underweighted exposure to the Consumer Staples sector, which underperformed the broad market return, also aided relative returns. The relative gains from these two sectors were negated by our 4% cash weighting resulting in a negative effect on results. Our overweighted exposure to the Materials & Processing sector combined with favorable returns from Dow Chemical (+25%) and Freeport McMoran (+23%), aided relative returns. Goldman Sachs (+23%) had a strong fourth quarter as uncertainties surrounding the SEC lawsuit and Financial Regulation Reform diminished.

The new year finds us fully invested with increased weightings in Energy, Technology and Financials. This past quarter there were marked reductions in sectors like Healthcare and Consumer Staples. Our "cloud" computing sector representation is significant. Additionally, we've added to our bank positions so far with good results.

Company News

- **Evan Cheng** joined our trading team, replacing Michael Pyo who left the firm in September. Evan joined Atalanta Sosnoff in January of 2008 as a Client Service Associate.
- **Martin Sosnoff**, Chief Executive Officer, made a presentation on the economic outlook for 2011 to TIGER 21, a national learning group for high-net-worth investors.
- Atalanta Sosnoff sponsored the **Barron's 2010 Top Women Advisors** Summit in December 2010. The National Sales and Marketing team, led by **Jeanine Nadler**, Managing Director, attended the event.
- Kamani Kuala'au, Senior Vice President of Sales and Marketing for Hawaii and the Western Pacific Region, spoke at the **Asia Pacific Association for Fiduciary Studies** conference in Manila on October 15th on the topic of the U.S. Equity Markets.

Annualized Performance¹

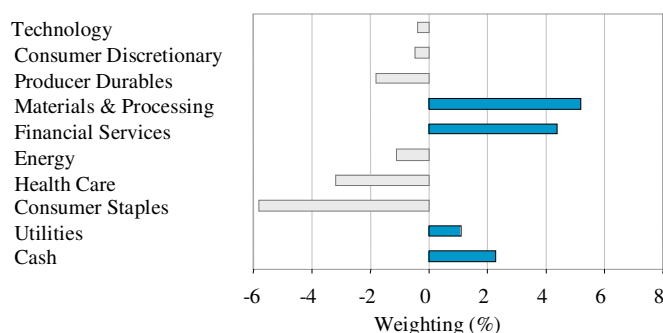
	4Q10	1yr	3yrs	5yrs	10yrs	20yrs
ASC	10.2	6.9	-2.6	3.9	3.8	11.4
R1000G	11.8	16.7	-0.5	3.8	0.0	8.3

Key Facts²

	ASC	R1000 Growth
Firm AUM	\$11.9 Billion	-
Product AUM	\$9.0 Billion	
Weighted Average Market Cap	\$93.5 Billion	\$85.9 Billion
P/E (1 yr forward)	15.3	15.3
EPS Growth (1 yr forward)	29.2	21.6
Return on Equity (5 yr average)	24.2	24.4

Portfolio Summary²

Over/Under Weightings vs. R1000G



Top Ten Equity Holdings

Apple
Du Pont
Express Scripts
Ford
Freeport McMoran
Goldman Sachs
Google
IBM
Oracle
Peabody Energy

Top Ten Holdings
equal 39% of total portfolio

¹ The Large Cap Equity composite is asset weighted, gross of fees and has undergone a performance examination by Ashland Partners. To be read in conjunction with the full performance record which is attached. Past performance is no guarantee of future results.

² Portfolio characteristics and holdings are based on a representative portfolio as of December 31, 2010. Holdings and weightings are subject to change at Atalanta Sosnoff's discretion and actual portfolios may vary.

Calendar Year Returns

	<u>Large Capitalization Equity Composite</u>				<u>S&P 500</u>		<u>Russell 1000 Growth</u>	
	<u>Gross of Fees</u>		<u>Net of Fees</u>		<u>Per Annum</u>	<u>Cumulative</u>	<u>Per Annum</u>	<u>Cumulative</u>
	<u>Per Annum</u>	<u>Cumulative</u>	<u>Per Annum</u>	<u>Cumulative</u>				
Start - 1/1/90		100		100		100		100
1990	0.1%	100	-0.5%	99	-3.1%	97	-0.3%	100
1991	47.4%	148	46.6%	146	30.5%	126	41.2%	141
1992	5.3%	155	4.7%	153	7.6%	136	5.0%	148
1993	18.5%	184	17.9%	180	10.1%	150	2.9%	152
1994	-3.0%	179	-3.5%	174	1.3%	152	2.7%	156
1995	35.4%	242	34.7%	234	37.6%	209	37.2%	214
1996	11.3%	269	10.6%	258	23.0%	257	23.1%	264
1997	26.4%	340	25.7%	325	33.4%	342	30.5%	344
1998	30.9%	446	30.3%	423	28.6%	440	38.7%	477
1999	37.5%	613	36.8%	579	21.0%	533	33.1%	636
2000	-1.8%	601	-2.4%	565	-9.1%	484	-22.4%	493
2001	-11.2%	534	-11.7%	499	-11.9%	427	-20.4%	392
2002	-18.1%	437	-18.5%	406	-22.1%	332	-27.9%	283
2003	25.9%	551	25.3%	509	28.7%	428	29.8%	367
2004	9.0%	600	8.4%	552	10.9%	474	6.3%	390
2005	19.7%	719	19.0%	657	4.9%	497	5.3%	411
2006	14.6%	824	14.0%	749	15.8%	576	9.1%	448
2007	14.7%	944	14.1%	854	5.5%	608	11.8%	501
2008	-35.1%	613	-35.5%	551	-37.0%	383	-38.4%	308
2009	33.0%	815	32.3%	730	26.5%	484	37.2%	423
2010	6.9%	872	6.5%	777	15.1%	557	16.7%	494
Annualized Return	<u>Large Capitalization Equity Composite</u>				<u>S&P 500</u>		<u>Russell 1000 Growth</u>	
	<u>Gross of Fees</u>		<u>Net of Fees</u>					
21 Years	10.9%		10.3%		8.5%		7.9%	

Annualized Rates of Return

For periods ending December 31, 2010

	<u>Large Capitalization Equity Composite</u>		<u>S&P 500</u>	<u>Russell 1000 Growth</u>
	<u>Gross of Fees</u>	<u>Net of Fees</u>		
1 Year	6.9%	6.5%	15.1%	16.7%
3 Years	-2.6%	-3.1%	-2.9%	-0.5%
5 Years	3.9%	3.4%	2.3%	3.8%
7 Years	6.8%	6.2%	3.9%	4.3%
10 Years	3.8%	3.2%	1.4%	0.0%
15 Years	8.9%	8.3%	6.8%	5.7%
20 Years	11.4%	10.8%	9.1%	8.3%
21 Years	10.9%	10.3%	8.5%	7.9%

Notes

Atalanta Sosnoff Capital, LLC has prepared and presented this report in compliance with the Global Investment Performance Standards (GIPS®).

- Performance figures reflect the performance of a composite of our non-restricted institutional large capitalization equity accounts, including reinvested dividends, and is presented before (Gross) and after (Net) investment advisory fees are considered. The composite of large capitalization equity accounts consists of discretionary accounts managed under an equity only mandate. Prior to 2010, the composite also includes discretionary accounts where equity securities average 80% or more of the total market value of the account. Non-restricted equity accounts consist of client accounts where no significant investment restrictions have been imposed on the management of their assets. As of December 31, 2010, this composite includes 173 portfolios representing \$2.8 billion in assets under management, or 24% of total assets under management.
- Prior to 2009, the composite includes institutional accounts of \$1 million or more from their first full quarter under management, including those accounts no longer with the firm. In 2009, the composite includes institutional accounts of \$500,000 or more from their first full quarter under management, including those accounts no longer with the firm. From 2010 forward, the composite includes institutional accounts of \$500,000 or more from their first full month under management, including those accounts no longer with the firm. Data from all accounts has been continuous from their inception to the present or until their last full month prior to termination of the account relationship with the firm.
- No alterations of composites as presented here have occurred due to changes in personnel or other reasons at any time.
- The composite does not include non-manager costs associated with an account, such as custodial or other fees. The composite does reflect all commission costs.
- RESULTS FOR INDIVIDUAL ACCOUNTS MAY VARY AND PAST PERFORMANCE DOES NOT GUARANTEE FUTURE RESULTS.**
- Atalanta Sosnoff Capital, LLC has been verified firm-wide from January 1, 1990 through June 30, 2010 by Ashland Partners & Company LLP. The Large Cap Equity Composite has undergone a performance examination starting January 1, 1990. Their opinion letter is available upon request.
- A complete list of all composites is also available upon request.

For more information please contact:

Karen H Greenberg, CFA *Managing Director, Consultant Relations* (212) 878-7588
Marissa Viscomi-Cohen, *Vice President, Consultant Relations* (212) 878-7584

Building on Long-Term Success **Atalanta Sosnoff**

101 Park Avenue, New York, NY 10178-0008 phone: (212) 867-5000 fax: (212) 922-1820 web: www.atalantasosnoff.com