

## Wave Capital - Media Sentiment by Portfolio

Ticker	Company Focused Publications																				
	Today							This Week							This Month						
	Positive		Neutral		Negative		Wtd Avg.	Positive		Neutral		Negative		Wtd Avg.	Positive		Neutral		Negative		Wtd Avg.
Tot	Sntm	Tot	Sntm	Tot	Sntm		Tot	Sntm	Tot	Sntm	Tot	Sntm		Tot	Sntm	Tot	Sntm	Tot	Sntm		
Sears(SHLD)	6	75	1	50	3	27	<b>58</b>	20	73	18	53	23	16	<b>46</b>	44	71	60	51	36	15	<b>48</b>
Autozone(AZO)	3	79	2	47	5	19	<b>10</b>	18	77	32	47	17	19	<b>27</b>	51	72	48	50	21	14	<b>53</b>
AutoNation(AN)	8	83	1	41	1	9	<b>71</b>	30	70	25	42	15	12	<b>18</b>	46	71	61	50	33	16	<b>26</b>

Ticker	Company Mentioned Publications																				
	Today							This Week							This Month						
	Positive		Neutral		Negative		Wtd Avg.	Positive		Neutral		Negative		Wtd Avg.	Positive		Neutral		Negative		Wtd Avg.
Tot	Sntm	Tot	Sntm	Tot	Sntm		Tot	Sntm	Tot	Sntm	Tot	Sntm		Tot	Sntm	Tot	Sntm	Tot	Sntm		
Sears(SHLD)	9	81	3	60	5	25	<b>61</b>	30	70	27	46	34	27	<b>47</b>	61	76	90	52	54	26	<b>52</b>
Autozone(AZO)	5	75	2	45	6	22	<b>46</b>	27	75	48	48	25	19	<b>48</b>	70	76	68	46	21	23	<b>56</b>
AutoNation(AN)	12	90	3	34	3	30	<b>71</b>	45	73	37	47	22	9	<b>51</b>	69	81	88	40	48	25	<b>50</b>

### Today's Publications

SHLD	Media Sentiment			FC- Consumer Services Sentiment			FC- General Retailers Sentiment		
	<b>60</b>	<b>59</b>	<b>35</b>	<b>55</b>	<b>62</b>	<b>25</b>	<b>50</b>	<b>48</b>	<b>23</b>
	Today	Yesterday	7-Day Delta	Today	Yesterday	7-Day Delta	Today	Yesterday	7-Day Delta

#### Sears Holding Corp. (SHLD)

[www.chrisperruna.com](http://www.chrisperruna.com)

**74** sentiment  
 I've wanted to own shares for a long time now and have not had the chance to pull the trigger. With the stock currently consolidating towards the 200-day moving average; I am starting to determine if

#### Sears HLDGS CORP. Blogs

[finance.aol.com](http://finance.aol.com)

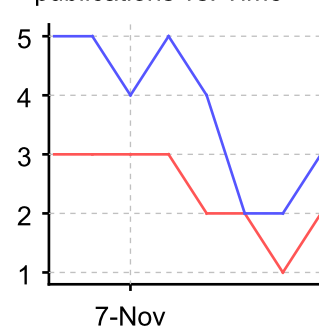
**51** sentiment  
 List of SHLD blog posts

#### Zacks Analyst Blog Highlights: Sears Holdings, J.C. Penney, Target, The Gap

[findarticles.com](http://findarticles.com)

**6** sentiment  
 Construction jobs are down 49,000 on the month and down 160,000 over the last 5 months.

Positive and negative publications vs. Time



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AZO	Media Sentiment			FC- Consumer Services Sentiment			FC- General Retailers Sentiment		
	72 Today	59 Yesterday	35 7-Day Delta	55 Today	62 Yesterday	25 7-Day Delta	50 Today	66 Yesterday	23 7-Day Delta

**AutoZone Sales Improve**

[www.zacks.com](http://www.zacks.com)

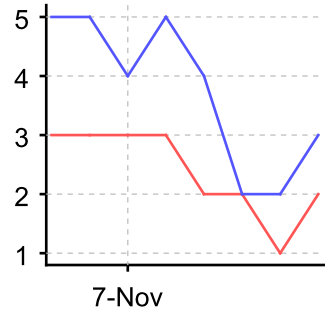
**72** sentiment AutoZone, Inc. (AZO) is one of the nation's leading specialty retailers of automotive replacement parts and accessories, and operates in the Do-It-Yourself (DIY) retail, Do-It-for-Me (DIFM)

**AutoZone: A Tale of Two Companies, Part II**

[jeffmatthewsisnotmakingthisup.blogspot.com](http://jeffmatthewsisnotmakingthisup.blogspot.com)

**51** sentiment Whatever its current investment merits, AutoZone used to be a great company. The company's philosophy was summed up in the acronym "WITTDJR"—whatever it takes to do

Positive and Negative Publications vs. Time



FC Industry and Sector Sentiment is a unique view of sell side recommendations, portrayed in our alpha capture system. The score reflects a weighted ratio of long to short ideas whose value is degraded over time. FC Media Sentiment: is derived from daily processing of thousands of articles with a custom state of the art NLP engine.

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