

## **FIRST COVERAGE WEEKLY SENTIMENT (August 11, 2009)**

<b>First Coverage Market Sentiment: Bullish</b>	<b>First Coverage Index: 53.7</b>	<b>Weekly Change: -0.6%</b>	<b>Sell-Side Certainty: Positive</b>
<b>Bullish Industries (8)</b>	<b>Neutral Industries (2)</b>	<b>Bearish Industries (0)</b>	<b>Weekly Sentiment Change</b>
Basic Materials			
	Consumer Goods		
Consumer Services			
Financials			
Health Care			
Industrials			
	Oil & Gas		
Technology			
Telecommunication			
Utilities			

### **Sell-Side awaits Catalyst!**

#### **Sell-Side taking cautious stance in Dog Days of Summer**

While I wish every week we had earth-shattering news to share, and while I wish that this week was different than last week, but it's not.

We remain in the midst of a sell-side that is passing time by watching paint dry and suggesting that their buy-side not do much of anything at the moment.

Status quo ruled the day with no major move at the market level, not one significant change in the industry table and, perhaps even more astonishing, not one industry that moved current sentiment classifications. All this "relative stability" for the second week in a row indicates that we're either in period of mass uncertainty, low volatility or the proverbial "eerie calm before the storm." More than likely, it's a combination of all three.

### So, what tickers are being talked about?

With nothing new to speak of at the industry or market level, it's a good week to take a closer look at what specific tickers are being talked about in good and bad terms.

While we usually focus on the tickers that have undergone the most dramatic sentiment shifts over the prior week, the following two tables are the ten most loved and loathed stocks overall.

Yes, they are in order, and yes that means that TEVA (the pharmaceutical company not the sandal maker) and Wal-Mart (where you can purchase both drugs and sandals) are the two most popular stocks currently amongst the sell-side. Please draw your own conclusions as to what that says about the perceived future direction of the economy.

Top 10 Most Bullish Stocks	
TEVA	TEVA PHARM INDS AD
WMT	WALMART STORES
GILD	GILEAD SCIENCES
AH	AHOLD
ATVI	ACTIVISION INC
TJX	TJ X COS INC
YHOO	YAHOO INC
FFIV	F5 NETWORKS INC
ROST	ROSS STORES INC
ARO	AEROPOSTALE INC

While the most hated stock is currently WYNN, perhaps the most interesting to note is that PALM has definitely lost some of the people's love. Perhaps those commercials for the PRE really are as annoying as some people think. Finally, NOKIA has to make up a lot of ground with Android to win back the hearts of the masses.

Top 10 Most Bearish Stocks	
WYNN	WYNN RESORTS LTD
VMW	VMWARE, INC.
PALM	PALM INC
NOK	NOKIA CP ADS
AMZN	AMAZON.COM INC
CBK	COMMERZBANK
HOG	HARLEY DAVIDSON
MCO	MOODY'S CORP
POP	BANCO POPULAR ESPANOL
ETH	ETHAN ALLEN INTERIOR

### **Top Weekly Sentiment Shifts by Ticker**

And as always, here are the five tickers that have undergone the greatest shifts in sentiment (both bullish and bearish) over the last seven days.

Top 5 Bullish Shifts	
DGE	DIAGEO
CTX	CENTEX CP
EOG	EOG RESOURCES INC
RCM	RUGGEDCOM INC. COM NPV
HURN	HURON CONSULTING

Top 5 Bearish Shifts	
LMT	LOCKHEED MARTIN CP
WY	WEYERHAEUSER CO
BDX	BECTON DICKINSON CO
SSE	SCOT & STHN ENERGY
RI	PERNOD RICARD

Until next week ...

### **About The First Coverage Weekly Street Sentiment**

*Derived from the aggregated analysis of thousands of actual trade ideas and data being sent in real-time from the sell-side to the buy-side, the First Coverage Weekly Street Sentiment provides a*

**snapshot of market trends and a unique perspective of the mindset of the Street for the week ahead. The following data has been extracted directly from all information transmitted in the past week by sell-side representatives from more than 250 firms submitting information to portfolio and asset managers across North America via the First Coverage platform.**

**About First Coverage**

**Catering to more than 300 financial institutions worldwide, [First Coverage](#) provides a web-based platform that simplifies the gathering, evaluation and organization of all sell-side services and information. For more information, visit [www.firstcoverage.com](http://www.firstcoverage.com) or contact us at [info@firstcoverage.com](mailto:info@firstcoverage.com).**

**For media inquiries, please contact Deborah Jorge at First Coverage:  
Deborah.Jorge@FirstCoverage.com, 617-303-0067 (office) or 413-531-0959 (mobile).**

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