

FIRST COVERAGE WEEKLY SENTIMENT (March 8, 2010)

First Coverage Market Sentiment: Bullish	First Coverage Index: 58.1	Weekly Change: -1.2%	Sell-Side Certainty: Negative
Bullish Industries (8)	Neutral Industries (2)	Bearish Industries (0)	Weekly Sentiment Change
Basic Materials			
	Consumer Goods		
Consumer Services			Bearish
Financials			Bullish
Health Care			
Industrials			
Oil & Gas			Bearish
Technology			
	Telecommunication		
Utilities			Bearish

Sell-side Sentiment Weakened Last Week

Although it was a great week for the market, sell-side sentiment took a hit last week. Five industry groups were down 1% or more, three were about flat, and only two managed a substantive gain. Nevertheless, sell-side sentiment remains strongly on the positive side.

The impact of the bad weather last month on the Friday employment data was hard to discern, but the results were good enough to allow the market to continue its rise. Also helping last week was better than expected store sales from most of the retailers. It is still not clear whether the trends in employment, consumer spending, or housing are strong enough to justify further increases in the market indexes, but worries about a double-dip recession appear to be behind us.

The market is now pushing the upper end of its trading range of 1,050 to 1,150 for the S&P 500, ending the week at 1,139. The NASDAQ is now at an 18-month high. The near-term market outlook depends mainly on a discernable upturn of substance in employment.

The Stars in Sell-side Sentiment Bear Watching

Over the last month or so, short-term and longer-term trends in sell-side sentiment have been strongest in the Technology and Consumer Services industries. Last week, sentiment for Consumer Services fell by

4%, while Tech sentiment dropped 2%. Consumer Services is right at the bottom of its upward channel, and another week or two of declines could reverse both the short and long-term trends. The situation in Tech is still positive. The decline last week only dropped sentiment to the middle of the upward channel for Tech. Prices in both industries were up last week, but only in line with the overall market.

Potential Upside Breakouts for Industrials and Telecomm Remain Intact

Last week, we indicated that Industrials and Telecommunications were poised for upside breakouts. Sell-side sentiment for Industrials was flat and Telecomm was only up 1%. The possibility of an upside breakout remains for both, although Telecomm sentiment may be starting to roll over indicating that the upward trend may have only been a dead cat bounce that followed a very steep and sharp downdraft.

Sell-side sentiment for Health Care has been rising for the last few weeks, with a 2% gain last week. This industry now is moving into territory where an upside breakout is also possible. Price moves the last few weeks have also been up for the industry but not as strongly as sentiment.

It looks like the up-and-comers could be shifting from Industrials and Telecomm to Industrials and Health Care.

Boost in Sentiment Provides Some Hope for the Financial Industry

Sell-side sentiment for the Financials bounced up 4% last week, putting sentiment at the upward side of its strongly downward channel of the last four months. The next two weeks could be critical in determining if sentiment can generate a meaningful rebound or whether it continues downward. Prices for Financials nudged up last week, but still are about in the middle of the flat six-month channel.

Stocks to Watch

Over the last week, the following stocks had the largest bullish and bearish sentiment shifts amongst the sell-side.

Bullish:

Symbol	Company	Industry	Exchange
C	Citigroup Ord Shs	Financials	NYSE
HUM	Humana Ord Shs	Health Care	NYSE
SYKE	Sykes Enterprises Ord Shs	Industrials	NASDAQ
RIM	Research In Motion Ord Shs	Technology	TSX
CEE	Centamin Egypt Ord Shs	Basic Materials	TSX

Bearish:

Symbol	Company	Industry	Exchange
SIGM	Sigma Designs Ord Shs	Technology	NASDAQ
CAL	Continental Airlines Ord Shs Class B	Consumer Services	NYSE
SWY	Safeway Ord Shs	Consumer Services	NYSE
FCX	Freeport McMoRan Copper & Gold Ord Shs	Basic Materials	NYSE
IMG	Iamgold Ord Shs	Basic Materials	TSX

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 300 firms submitting information to portfolio and asset managers worldwide 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 or contact us at 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).**

--DISCLAIMER--

First Coverage's Weekly Street Sentiment ("WSS") is derived from sources believed to be reliable, but which we furnish "AS IS" and "WITH ALL FAULTS." We do not warrant or guarantee the suitability, timeliness, sequence, accuracy, or completeness of WSS. THERE ARE NO WARRANTIES OF ANY KIND, EXPRESSED, IMPLIED OR STATUTORY (INCLUDING, WITHOUT LIMITATION, SUITABILITY, TIMELINESS, TRUTHFULNESS, SEQUENCE, ACCURACY OR COMPLETENESS), ANY IMPLIED WARRANTIES ARISING FROM TRADE USAGE, COURSE OF DEALING, OR COURSE OF PERFORMANCE, OR THE IMPLIED WARRANTIES OF MERCHANTABILITY OR FITNESS FOR A PARTICULAR USE OR PURPOSE. THERE ARE NO WARRANTIES, EXPRESSED OR IMPLIED, AS TO THE RESULTS TO BE OBTAINED FROM USE OF WSS. Any analysis, observation or other opinion that WSS may contain is, and must be construed solely as, a statement of opinion and not a statement of fact, indication of preference or recommendation of any nature. Content contained in WSS is not intended to and does not constitute investment advice and no investment adviser-client relationship is formed.