



**STERLING**  
GLOBAL STRATEGIES

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## Sterling Tactical Rotation Strategy Now Available on Pershing's Managed Investments Platform

CARLSBAD, CA, February 4, 2013— Sterling Global Strategies (SGS), a boutique provider of risk-reducing asset management solutions, is pleased to announce the availability of the Sterling Tactical Rotation Strategy on one of Pershing's<sup>1</sup> Managed Investments platform. Inclusion on the platform will give thousands of advisors and their respective broker-dealers access to an investment strategy that has garnered significant attention from financial professionals, institutions, and the media in recent years.

The Sterling Tactical Rotation Strategy adheres to a proprietary algorithm that identifies and invests, on a monthly basis, in two performing asset classes—those that are showing the most long-term return potential. The strategy rotates between cash, commodities, REITs, bonds, international and domestic equities. Based on the algorithm's analysis, SGS will purchase ETFs that give investors broad exposure to those asset classes. Unique to the Sterling Tactical Rotation Strategy is its determination of cash as an asset class and utilizing up to 100% cash should the algorithm detect downward trends in the near future.

"We designed our algorithm to address and resolve issues that Wall Street just could not seem to find solutions for," explains Mark Eicker, CIO of Sterling Global Strategies. "In the past, financial professionals have been able to reduce downside risk by either increasing a portfolio's level of diversification, or by incorporating derivatives. However, what we've observed in recent market cycles is that the only thing that goes up in a down market is correlation. Our unique strategy gives advisors the ability to give their clients downside protection without the use of derivatives."

"We are thrilled to work with Pershing and offer this strategy on one of the Pershing platforms," continued Eicker. "As a core holding, the Sterling Tactical Rotation Strategy has the ability to provide an investment solution that has impressive upside potential while maintaining an enhanced level of downside protection."

### **ABOUT STERLING GLOBAL STRATEGIES:**

Sterling Global Strategies was formed to provide advisors and investors with investment solutions that could potentially reduce downside risk while providing positive returns in every calendar year. All five of our strategies are managed using a proprietary mathematical algorithm, enhanced with a risk management overlay that has the ability to invest 100% of assets in cash during broad market downturns. Contact a Sterling strategist at 760.603.8881 for more information on our firm or visit our website at [www.sterling-gs.com](http://www.sterling-gs.com).

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