



## **Sterling Global Strategies Selected to Sub-Advise CMG Capital Management Group's Tactical Rotation Strategy**

*Strategy Offers Solution for Advisors Seeking Bull Market Participation  
with Bear Market Protection*

Carlsbad, CA—July 2, 2013 – Sterling Global Strategies (SGS), an ETF strategist providing tactical rotation models to individual and institutional investors, is pleased to announce that the Sterling Tactical Rotation Strategy is now available to advisors through the CMG Capital Management Group, Inc.'s Separately Managed Account Platforms. Under the name CMG Tactical Rotation Strategy, advisors can access the strategy at Trust Company of America (TCA), TD Ameritrade (direct) and Placemark Investments, with other platforms scheduled to also offer the strategy in the future. Sterling Global Strategies serves as the sub-advisor for the strategy on CMG Capital Management Group's platform.

"We are thrilled to work with the folks at CMG Capital Management Group, who have a stellar reputation for successfully serving the needs of advisors for more than 20 years," states Mark Eicker, CIO of Sterling Global Strategies. "As a core holding, the CMG Tactical Rotation Strategy allows advisors to effectively participate in trending bull markets with a strong up-market capture ratio of 80%, while significantly reducing downside risk by avoiding participation in trending bear markets, as evidenced by our low down-market capture ratio of 30%. Bear market protection without the use of derivatives."

The Sterling Tactical Rotation Strategy replicates the methodology of the SGS proprietary Sterling Tactical Rotation Index, which can be followed on Bloomberg (STLGSTRR:IND), Google Finance (:STRRTR), and MarketWatch (XX:STRRTR).

Using a proprietary algorithm, the strategy seeks to provide absolute returns in each calendar year by using trend analysis to, on a monthly basis, identify and invest in the top two performing asset classes from a selection of six—commodities, REITs, bonds, international and domestic equities, and cash. This consideration of cash as an asset class, to which the strategy can allocate up to 100%, serves as a defense during broad bear markets, potentially giving advisors the ability to significantly reduce downside risk.

"The tactical nature of this strategy allows us to be nimble in our monthly reallocations so that advisors don't have to be," continues Eicker. "Our formulaic use of intermediate term trend analysis removes all emotion from our investment decisions, which is something that can help advisors when it comes to talking with their clients about their holdings. These are factors that can be critical to an advisor's practice in an environment where many are realizing the importance of getting back to building and strengthening client relationships, and moving away from the investment management aspect of their business."

**ABOUT STERLING GLOBAL STRATEGIES:**

Sterling Global Strategies was formed to provide advisors and investors with tactical investment strategies that could potentially reduce downside risk while providing positive returns in every calendar year. Each of Sterling's proven 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 declines. The strategies can be accessed through a variety of platforms including Schwab, Placemark and TD Ameritrade. [www.Sterling-GS.com](http://www.Sterling-GS.com)

**ABOUT CMG CAPITAL MANAGEMENT GROUP:**

For more than 20 years, CMG Capital Management Group has been a trusted and valuable resource for advisors seeking proven and effective investment strategies for their clients. CMG Capital Management Group offers managed accounts, mutual funds and variable annuities through Jefferson National that are constructed to benefit from current economic conditions, and aim to provide steadier performance in all market cycles. CMG Capital Management Group applies its proprietary quantitative models to equity, fixed income, and a variety of tactical investing options. CMG Capital Management Group, Inc. was founded by Stephen Blumenthal in 1992. Mr. Blumenthal serves as the firm's CEO and chief investment strategist, and he guides the firm's development and growth.

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