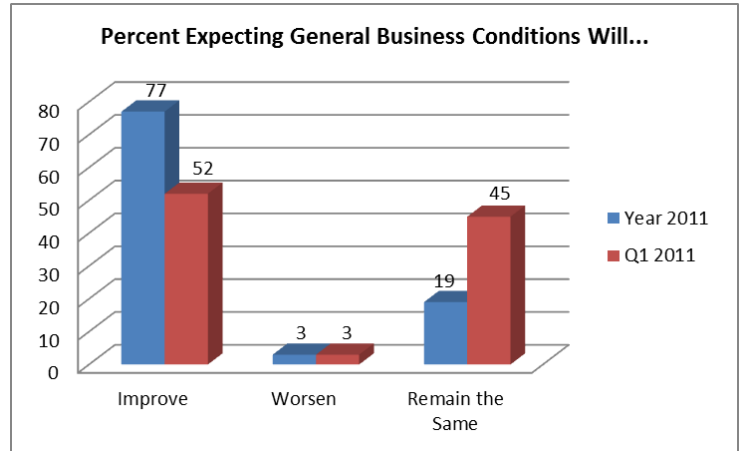


The following are fourth quarter survey results from the Baldwin Gilman Business Conditions Index Survey, a quarterly survey launched in February 2010. For additional information and more detailed findings, please contact Tom Gilman directly at 513-842-5333 or TGilman@baldwingilman.com

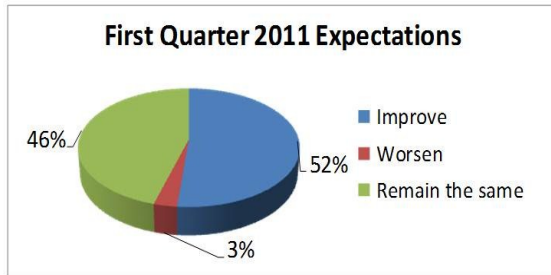
Slow start anticipated, but good year predicted overall

In the fourth quarter of 2010, we added a question to the beginning of the survey to ask respondents about their overall expectation of business conditions for the coming year: an overwhelming 77% said they expect an improvement for the year, compared to only 52% expecting the economy to improve in the first quarter. Along with the fact that more respondents anticipate increases in demand, expenditures and hiring over the next quarter (compared to last quarter), it appears that most respondents expect 2011 to be an improvement, with the second half better than the first.



This is very consistent with a recent forecast released by Kiplinger (Dec. 27, 2010) in which Kiplinger forecasted the pace of business spending to pick up slightly from the second half of 2010 (a 10% increase is likely), but that the velocity of increased spending won't be nearly what it was one year ago.

Most encouraging is the level of optimism conveyed by survey respondents: where only 39% of respondents were 'more optimistic' in 3rd Quarter 2010, 58% of 4th quarter respondents mention being 'more optimistic' about the state of the economy and business conditions. Those 'less optimistic' decreased from 15% in Q3 to 4% in Q4.



Those in business services and manufacturing are most likely to mention they anticipate the economy will improve in 2011 (82% each) with those in technology and non-profits expecting it to worsen (11% and 9%, respectively). However, respondents in the technology industry have different expectations for the next quarter, being second-most likely to expect improvement (61%), behind those in business services (64% expecting improvement).

Larger companies (those with 1000 employees or more) are just as likely as those with less than 25 employees to expect business conditions will improve in 2011 (84% and 81%, respectively).

	Q1 (n=113)	Q2 (n=131)	Q3 (n=103)	Q4* (n=180)
Improve	50%	47%	42%	52%
Worsen	11%	5%	8%	3%
Remain the same	39%	48%	50%	46%

* Not equal to 100% due to rounding

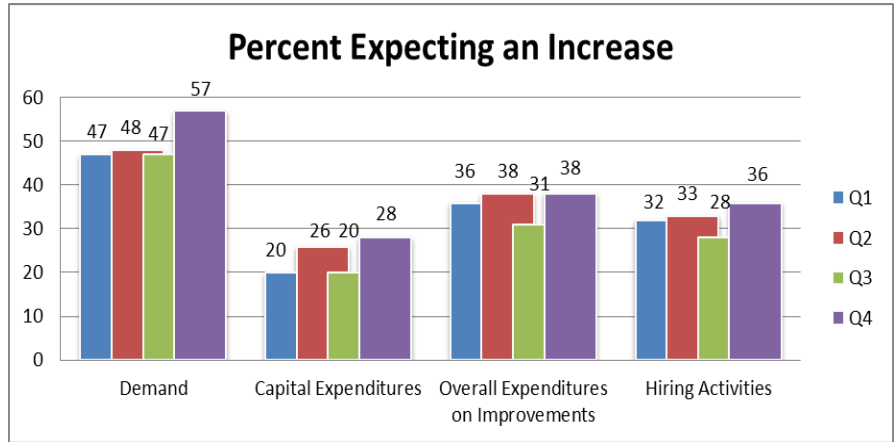
"We are encouraged by the latest survey results. All data indicates a gradual recovery as companies begin to rebuild and re-hire after going so long without. I expect 2011 to show steady, although probably not dramatic, improvement."
- Tom Gilman, CEO

The following are fourth quarter survey results from the Baldwin Gilman Business Conditions Index Survey, a quarterly survey launched in February 2010. For additional information and more detailed findings, please contact Tom Gilman directly at 513-842-5333 or TGilman@baldwingilman.com

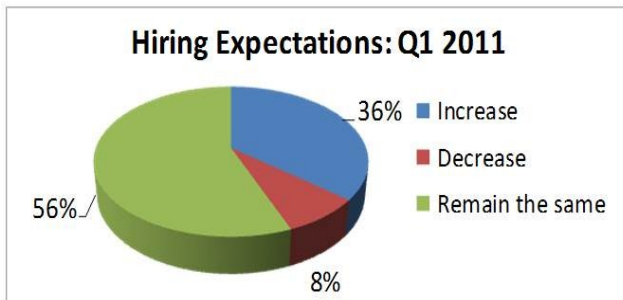
Overall Trends

In 2010, respondents were fairly optimistic in the first couple of quarters; in the third quarter, their optimism and expectations for the economy and hiring decreased. But by the end of 2010, respondents were once again showing signs of optimism about the economy.

Expectations for demand saw the biggest shift from 3rd to 4th quarter (a jump from 47% to 57%). However, while many more respondents mention that they expect spending and hiring to increase in 1st quarter 2011 (compared to three months ago), those expecting an increase in investments in capital, technology and hiring are fewer. This indicates that while companies are optimistic about demand, they are still approaching spending with caution.



Expectations for demand saw the biggest shift from 3rd to 4th quarter (a jump from 47% to 57%). However, while many more respondents mention that they expect spending and hiring to increase in 1st quarter 2011 (compared to three months ago), those expecting an increase in investments in capital, technology and hiring are fewer. This indicates that while companies are optimistic about demand, they are still approaching spending with caution.



Employment and Hiring

The percent of respondents anticipating an increase in hiring is the highest it has been since our survey began one year ago, rising eight points since 3rd quarter (from 28% to 36%). Companies with 500-999 employees are most likely to forecast an increase (56% cite an anticipated increase in hiring), while mid-size companies (100-249 employees) are most likely to expect a decrease in hiring (12%).

Notable in these results is the dramatic difference between those expecting an increase versus a decrease in hiring. This correlates to November's unemployment rate for Ohio especially, which fell to 9.8% to match, but not surpass, the U.S. unemployment rate for the first time in nearly eight years. Anticipated increases in hiring with simultaneous decreases in the unemployment rate are encouraging signs for 2011.

	Q1 (n=113)	Q2 (n=129)	Q3 (n=100)	Q4 (n=177)
Increase	32%	33%	28%	36%
Decrease	10%	6%	15%	8%
Remain the same	58%	61%	57%	56%