REPRINTED FROM APRIL 4, 2011

THE WALL STREET TRANSCRIPT
Connecting Market Leaders with Investors

Value Creation Through Sustainable Investing

ADAM STRAUSS, CFA, is a Partner of Pekin Singer Strauss Asset Management, Inc., the adviser to the Appleseed Fund (APPLX). Prior to joining Pekin Singer Strauss in 2004, he served in several operating roles, as Senior Vice President of Corporate Development at EquipNet, Inc., from 2000 to 2004, and as Vice President of Business Development at Frontier Natural Brands, from 1997 to 2000. Mr. Strauss began his career as a Management Consultant, working for Gemini Consulting (1992-1994) and prior to that, for Accenture (1991-1992). He earned a B.A. from Stanford University in 1991 and an MBA from the Stanford Graduate School of Business in 1997.

SECTOR — GENERAL INVESTING

TWST: Please start with a brief history of the firm and an overview of your operations today, and then we'll discuss the Appleseed Fund more specifically.

Mr. Strauss: The adviser to the fund is Pekin Singer Strauss Asset Management. We are a Chicago-based investment adviser with over $800 million under management that was founded in 1990. Most of the money we manage is in separate accounts, but roughly $150 million of that is the Appleseed Fund. The five partners of the firm are the five portfolio managers of the Appleseed Fund (APPLX). The firm's composite equity performance has outperformed the S&P 500 by almost 600 basis points per year over the last 10 years. We are a value shop with a research-centric culture. We have nine investment professionals that are very focused on bottom-up fundamental research. Among the investment professionals, we have people who have come here with Wall Street experience and also people who have come here with operating experience, the combination of which adds a lot of insight to our investment process. Our worldview is fairly contrarian; essentially we like to buy straw hats in December and sell them in May. We look to invest in companies that are underappreciated or unliked, and we have a team-oriented research process in terms of the way that we pick stocks and add them to our client portfolios and to the Appleseed portfolio.

TWST: Is there anything else you want to add in terms of a quick snapshot of the Appleseed Fund, your first mutual fund?

Mr. Strauss: The Appleseed Fund was launched in 2006, and the objective of the Appleseed Fund is to generate market-beating returns by investing in sustainable, undervalued companies. Since the fund's inception, we've beaten the market by over 8% per year, so we are doing a fairly good job of meeting our long-term goal so far.

TWST: Please describe the fund's performance. What do you use as a benchmark?

Mr. Strauss: We own small-cap stocks, mid-cap stocks and large-cap stocks on our portfolio, and, if appropriate, we invest in companies located outside of the United States. To that extent, we are a go-anywhere fund that is difficult to label. We use the S&P 500 as our benchmark. Thus far we have generated our results with far lower risk than the overall market. The beta in our portfolio through the end of last quarter was 0.74, so we are fairly risk averse in the way that we invest. When we look at a potential investment, we spend far more time looking at the downside risk than we do thinking about what kind of returns we could generate on the upside. The kinds of opportunities we get excited about are the kinds of opportunities where we feel like the chances of losing money on a particular investment are very low. So we tend to get drawn to companies that have very good competitive positions in their markets, that have very strong balance sheets and hopefully that have balance sheets with excess cash. In 2008 when the market fell apart, we were the top-performing mid-cap value fund because we lost so much less than the market, and one of the primary reasons for that was because we were invested in stocks that had much better balance sheets than the average S&P 500 stock. As you know, some of the companies that declined by the most were companies that had fairly weak balance sheets.

TWST: How do you define sustainable? You mentioned your bottom-up investment strategy, but what criteria do you use in terms of social and environmental responsibility screens?

Mr. Strauss: For any company to go into our portfolio the stock has to pass two criteria. First, it has to pass our strict value criteria, which means there has to be at least a 50% upside between the current stock price and our own independent estimate of intrinsic value. And then it also has to meet our sustainability criteria. In terms of our sustainability criteria, we have both negative screens and positive screens. Negative screens are industries that we just try to screen out, such as the tobacco industry, alcoholic beverages, gambling, weapon systems, pornography, and more recently we added a new screen on the "too big to fail" banks. We're trying to evolve our sustainability screen as the market evolves, and it seemed appropriate to add a "TBTF" bank screen. We also have a negative screen for environmental performance, where we look at some quantitative factors related to spills, emissions, and safety and environmental violations.

And then we look for positive criteria as well. What things are companies doing that can positively impact the environment or society? There are companies that we've owned, like **Gaiam** (GAIA), which we purchased in March 2009 when it was trading at less than the value of the cash on its balance sheet. They are one of the leading installers of solar panels in California and Colorado. It's a great example of a company where we were both getting value and we were getting sustainability through our investment.

TWST: How difficult is it to balance those two aspects of investment selection? I suppose by default it limits your pool of options.

Mr. Strauss: When we do our fundamental research we spend a lot of time looking at management. There's a lot of overlap in looking for a good value stock and looking for sustainability, which is that you want management teams that are thinking about the long term and are not taking shortcuts and are not creating undue risk in order to boost short-term earnings. The kind of manager that we want to partner with over the long run is going to create shareholder value, in many cases is the same kind of manager who is not going to want to take shortcuts that could create some kind of long-term liability that could come back and bite the company later.

Also, aside from our sustainability screen, we don't restrict ourselves in any other way. We don't say we can only find companies within a certain market-cap range, or within any set criteria. We can go wherever we see value. And so, in that sense, we are actually far less restricted than many other mutual funds that feel like they need to only invest within a certain style box.

TWST: Would you talk about recent additions to the fund's portfolio as examples of the kinds of investments you like?

Mr. Strauss: This is a timely issue. Since the earthquake, we have started buying Japanese stocks. We've been looking at Japan for a while because the valuation is so compelling. Because Japan is so starved for energy, it has a lot of companies that are really at the top of the charts within their industry in terms of energy efficiency. I'm not going to mention any names, but we've bought a couple of companies, one of which has a market value that is more or less the same value as the cash and investments on their balance sheet. And we basically purchased the business for free. So that's an area right now that we're really excited about and we're looking at very closely.

TWST: Would you discuss one of your top holdings?

Mr. Strauss: One example is a company called **John B. Sanfilippo** (JBSS). This is a company that produces culinary nuts under the **Fisher** brand name, and they also produce a lot of the private-label culinary nuts for many of the large retailers around the country. They have drastically improved their

Highlights

Adam Strauss provides an overview of the Appleseed Fund, which holdings include sustainable, undervalued companies. Since the fund's inception in 2006, it has generated returns above the market of more than 8% annually. Mr. Strauss says the fund includes all market caps in addition to international companies, and they use the S&P 500 as a benchmark. Mr. Strauss also discusses the two criteria companies must meet to be included in the fund, why socially responsible investing appeals to investors and an example of one of the fund's top holdings. Companies include: Gaiam Inc. (GAIA) and John B Sanfilippo & Son Inc. (JBSS).

"For any company to go into our portfolio the stock has to pass two criteria. First, it has to pass our strict value criteria, which means there has to be at least a 50% upside between the current stock price and our own independent estimate of intrinsic value. And then it also has to meet our sustainability criteria."

operations over the last three or four years. **JBSS** made a recent acquisition, buying **Orchard Valley**, which is a producer of culinary nuts that are sold in the produce aisle. And that acquisition alone was accretive to earnings by about $0.25 a share in our estimation. The company is trading below liquidation value, so we think that compared to current prices the stock could more than double.

TWST: How is the company a sustainable investment?

Mr. Strauss: From a sustainability standpoint, the company is in the business of producing culinary nuts. Culinary nuts are a vegetarian source of protein, and nuts are a very healthy food. Research has found that people who eat nuts regularly have lower risk of heart disease. Nuts also represent a less environmentally impactful form of protein compared to meat. Compared to meat, nuts place far less burden on land resources, on water resources and on energy resources. So we think that the product itself is a great product. In addition, management is doing a lot of things to be more environmentally sustainable in the way that it operates its business. It's the first company to come out with a sustainable nut can, where the can is made with renewable sources. And they are doing other things to reduce the waste in their plant and improve the energy efficiency of their plant.

1-Year Daily Chart of John B. Sanfilippo & Son Inc.

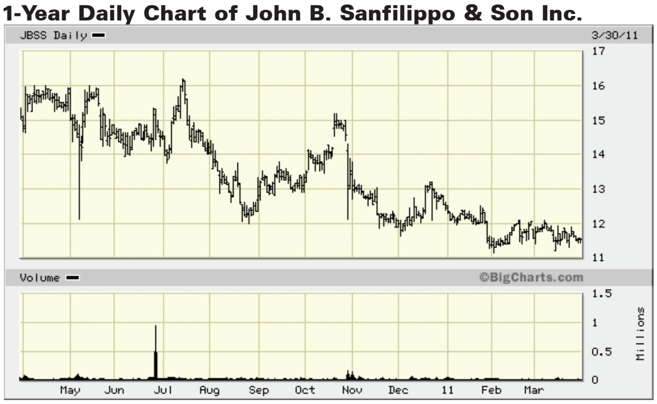

Chart provided by www.BigCharts.com

TWST: Who are the clients typically invested in the Appleseed Fund? Do you see changes or trends in terms of investor interest in this kind of fund in general?

Mr. Strauss: The idea of investing for sustainability has been increasing for years, and we expect that interest to continue growing going forward. The Social Investment Forum puts out a report every year or so tracking trends in the industry in terms of the growth of assets, and the facts show that there is a lot more interest in adding a sustainability component to investing. The reason, I think, is that increasingly there is more distrust of the markets, there is more distrust of the way companies operate, and investors are looking for managers who are looking out for issues of concern on behalf of investors. Basically, investors want to sleep better at night with the portfolio that they own, and for that reason, investing in more sustainable companies is a compelling value proposition.

For example, people are outraged at the "too big to fail" banks, and the last thing many investors want to do is own one of these banks in their investment portfolio. So we have added a "too big to fail" screen to our portfolio, plus we're investing our cash in the CDs of various community banks, which are doing a lot of lending to consumers and small businesses in their communities. Again, if you can generate an attractive return and invest in quality companies with quality management teams that are trying to manage their businesses responsibly, it's a fairly compelling value proposition for most investors. About half of our investors are highly interested in sustainability issues. The other half have invested with us simply because we are good value managers.

TWST: Do you find you have to battle the notion, as someone said to me recently, that you can't really invest with a conscience and make any money?

Mr. Strauss: That's clearly not been our experience. If you look at our results, I think that whoever said that wasn't talking about us. Appleseed Fund has beaten the market by 8% per year since inception.

TWST: Is there anything else you'd like to discuss?

Mr. Strauss: The other thing that I might add is that what distinguishes us from a lot of mutual fund managers — and this includes both managers in the socially responsible investing space, as well as what I'd call "mainstream managers" — is that all five of the portfolio managers have their own capital invested in the fund. We don't treat the Appleseed Fund as other people's money because it's our capital too. We think that causes us to be more careful about which companies we own and more careful about the price that we pay for the companies that we invest in.

TWST: Thank you. (MN)

ADAM STRAUSS, CFA
Portfolio Manager
Appleseed Fund.
21 South Clark Street
Suite 3325
Chicago, IL 60603
(312) 554-7525
(800) 648-6361 — TOLL FREE
(312) 554-7502 — FAX
www.appleseedfund.com

· ***Through 3/31/2011, the Appleseed Fund generated a one-year return of 6.7% and an annualized return of 8.5% since the Fund's inception on 12/08/06.*** *During that same period, the S&P 500 Index generated a one-year return of 15.7% and an annualized return of 0.4%. The Fund's past performance does not guarantee future results. The investment return and principal value of an investment in the Fund will fluctuate so that an investor's shares, when redeemed, may be worth more or less than their original cost. Current performance of the Fund may be lower or higher than the performance quoted. The gross expense ratios of Investor and Institutional shares of the Fund are 1.64% and 1.39%, respectively, and the net expense ratios after contractual fee waivers are 1.31% and 1.06%, respectively. The advisor has contracted with the Fund to waive fees to maintain a 1.24% expense ratio for the Investor shares and a 0.99% expense ratio for the Institutional shares (excluding indirect expenses) through February 29, 2012.*

· Beta is measure of the volatility, or systematic risk, of a portfolio in comparison to the market as a whole. A beta of 1 indicates that the security's price will move with the market. A beta of less than 1 means that the security will be less volatile than the market. A beta of greater than 1 indicates that the security's price will be more volatile than the market.

· The S&P 500 Index is a widely recognized unmanaged index of equity prices and are representative of a broader market and range of securities than is found in the Fund's portfolio. The Index returns do not reflect the deduction of expenses, which have been deducted from the Fund's returns. The Index return assumes reinvestment of all distributions and does not reflect the deduction of taxes and fees. Individuals cannot invest directly in the Index, however, an individual can invest in exchange traded funds or other investment vehicles that attempt to track the performance of a benchmark index.

· You should carefully consider the investment objectives, potential risks, management fees, and charges and expenses of the Fund before investing. The Fund's prospectus contains this and other information about the Fund, and should be read carefully before investing. You may obtain a current copy of the Fund's prospectus or performance data current to the most recent month end by calling 1-800-470-1029. The investment return and principal value of an investment in the Fund will fluctuate so that an investor's shares, when redeemed, may be worth more or less than their original cost.

· Gaiam represented 0.7% of the portfolio and John B. Sanfilippo & Son represented 5.6% of the portfolio on December 31, 2010

· The views expressed in this reprint are those of the author as of April 4, 2011, and are not intended as a forecast or as investment recommendations. Information provided with respect to the Fund's Portfolio Holdings, Sector Weightings, Number of Holdings, Performance and Expense Ratios are as of the dates described in the article and are subject to change at any time.

Distributed by Unified Financial Securities, Inc., Indianapolis, IN, Member FINRA.