Use Due Diligence

The LongFellow Investor Report

Stock Challenges

Sorted by Industry, PAR

Ticker	Name	Rev Size	Sales Grwth	EPS Grwth	Profit Mrgin	Trend PTP	SLS R^2	EPS R^2	%Debt to Cap	Cur Div	Cur Div %	Avg PE	Cur PE	RV	PAR	TR	REC	Tck	Cur. Price	Buy UP to
Industry	109 Paper & Paper Products					Group	Paper		Sector	1 Basic Materials										
SWM	SCHWEITZER-MAU	M	1.1	52.4	17.5	DOWN	0.50	0.55	45.7%	1.680	3.9%	15.1	15.9	105.3	15.9	20.5	B	SWM	43.05	49.15
NP	NEENAH PAPER IN	M	2.5	89.6	9.5	UP	0.18	0.33	38.1%	1.480	1.9%	14.2	18.6	131.0	11.1	15.1		NP	78.35	85.14
KS	KAPSTONE PAPER	M	29.9	13.2	8.1	DOWN	0.97	0.42	62.2%	0.400	1.9%	17.7	23.7	133.9	5.2	8.3		KS	21.09	20.84
GLT	GLATFELTER ~	M	4.6	-5.9	3.8	DOWN	0.74	0.18	34.7%	0.500	2.3%	19.9	44.8	225.1	0.4	2.3	S	GLT	21.51	14.25
Companies	4		9.5	37.3	9.7		0.60	0.37	45.1%	1.015	2.5%	16.7	25.8	148.8	8.1	11.6				
Industry	115 Publishing					Group	Paper		Sector	3 Consumer Cyclical										
MDP	MEREDITH CORP	M	0.4	17.2	13.8	UP	0.02	0.04	39.4%	1.980	3.4%	24.0	28.0	116.7	12.5	15.2		MDP	58.55	58.45
AHC	A. H. BELO CORP	S	-10.7	40.0	9.4	DOWN	0.96	0.14	0.0%	0.320	5.1%	11.3	-6.9	-61.1	0.3	0.3	S	AHC	6.25	-16.20
MNI	MCCLATCHY CO -C	M	-5.2	-69.2	124.1	DOWN	0.88	0.02	5.4%	0.000	0.0%	6.0	-2.5	-41.7	0.0	0.0	S	MNI	10.78	-79.05
SCHL	SCHOLASTIC CORP	M	-2.8	-4.2	5.0	EVEN	0.64	0.04	0.5%	0.600	1.4%	22.6	32.8	145.1	-2.3	-0.4	S	SCHL	43.23	33.75
NYT	NEW YORK TIMES	M	-8.4	34.8	6.1	DOWN	0.93	0.11	23.5%	0.160	1.1%	34.9	75.7	216.9	-24.2	-22.7	S	NYT	14.45	4.35
Companies	5		-5.3	3.7	31.7		0.69	0.07	13.8%	0.612	2.2%	19.8	25.4	75.2	-2.7	-1.5				

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Report Headers Legend

Rev Size = Based on Sales Revenue Size-BI value

Sales Grwth = Sales Growth

EPS Grwth = EPS Growth

Profit Mrgin = Pre-tax Profit Margin

Trend PTP = Trend of Pre-tax Profit

Sales R^2 = Sales Trend Line Predictability

EPS R^2 = EPS Trend Line Predictability

%Debt to Cap = % of Debt to Capitalization

Cur Div = Current Dividend Amount

Cur Div % = Current Dividend % Yie

Avg PE= Average PE

Cur PE = Current PE

RV = Relative Value of Current PE to Average PE

PAR = 5 yr Projected Average Return

TR = 5 yr Total Return

Rec = Recommendation

Buy Up To = Recommendation

1. Look for RV,PAR,TR Columns to be Dark Blue.

2. Sales ^2 in upper.90's should indicate good trend lines.

3. Compare PTP (Pre Tax Profit) for individual stock to the Industry

4. Compare % of Debt to Capitalization) for individual stock to the Industry

5. Check Company with Buy reccomendation to PTP Trend. If Down this may be an indication of the Barbed Wire Fence. DO NOT PROCEED!

R ^2			
	.97 to 1.00	0	0.0%
	.90 to 0.96	0	0.0%
	less than .90	9	100.0%

Large Revenue	0	0.0%
Mid Revenue	8	88.9%
Small Revenue	1	11.1%
Companies	9	

PAR			
	14.9 Plus %	1	11.1%
	12.0 to 14.8	1	11.1%
	10.0 to 11.9	1	11.1%
	< 10.0	6	66.7%
Total Return	20 Plus	1	11.1%
	14.9 to 19.9	2	22.2%
	10.0 to 14.8	0	0.0%
	< 10.0	6	66.7%
%Debt to Cap	33% or Less	3	33.3%
	33.01 to 40.0	3	33.3%
	40.01 Plus	2	22.2%
	<= Zero	1	11.1%
	Null	0	0.0%

40 Plus: Money goes to the Banks not to You. Compare to Industry

Relative Value			
	85.0 to 110.0	1	11.1%
	70.0 to 84.9	0	0.0%
	110.01 to 115.	0	0.0%
	Market knows something that we don't		
	< 70.0	2	22.2%
	> 115.0	6	66.7%

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