



Orion Capital Management
SETTING THE COURSE TO
INVESTMENT SUCCESS



WE KNOW THE WAY

Most people attempt to make their way through the financial markets without a "compass" or a clear plan.



Through trial and error, they realize there's more to creating and sustaining wealth than striving for double-digit returns, or trying to pick the latest hot stocks and mutual funds.

There's a more effective, more reliable way to invest.

FOLLOW US

We're Orion Capital Management, Inc.

Orion is a fee-only advisory firm, and our mission is to help our clients reach their financial objectives with the least amount of worry and the lowest possible cost.

We focus on the structure of the portfolio in order to balance risk with returns without sacrificing overall performance – a sensible approach for volatile times.

If you are realistic about stock market investing, find out why our Structured Asset Class approach represents the ideal investment method for you.



Jim Kyle and his wife Julia have been married for nearly 30 years.

LEADING-EDGE INVESTMENT MANAGEMENT

For centuries, people have relied on the stars and especially the constellation Orion for direction. Our investors count on Orion Capital Management to guide them to success in the financial markets.

Orion was founded in 1991 by James W. Kyle, a veteran independent floor trader on the Chicago exchanges. After 14 years on the commodity and option trading floors, Jim decided to start a unique firm – a fee-only investment advisory service that used mutual funds as its core investments. Today, fee-only investment management is common across the financial services industry.

We are true investment advisors. Many of us are past members of Chicago exchanges. We've filled orders, managed floor operations, traded extensively and spent thousands of hours researching the markets.



THE STRUCTURED ASSET CLASS APPROACH

Orion's investment management strategy is purely academic, and based on Efficient Market Theory. We find that by focusing on a portfolio's structure and total return, we are able to provide better and more consistent performance than by trying to beat the indices.



*Jim Kyle, President,
Orion Capital Management*

Studies show that over any given time period approximately 75% of professional managers who take an active approach fail to beat the markets.

Whether you're an individual investor picking stocks or a "hot" money manager striving to outperform a benchmark index, you face the same reality: trying to beat the market is like trying to beat the house odds at a casino. About 75% of the time, you will lose – and you may lose big.

It is smarter to try to control market risk. Our Structured Asset Class approach focuses on portfolio construction and diversification of your invested assets across many different asset classes. This represents an excellent way to manage risk, and a conservative and rational way to grow wealth.

While other methods of investing emphasize market timing and stock picking, our method of investment management is based on solid academic theory. It focuses on the results of the total portfolio to put the odds of success in an investor's favor. Our Structured Asset Class approach generates higher returns with lower costs at lower risk than the typical active approach.

THE RIGHT COURSE FOR THE SERIOUS INVESTOR

Investors contact Orion Capital Management Inc. because of our sensible approach to investment management and our ability to deliver consistent long-term results.

While past performance is in no way an indication of future performance, we believe our investment methodology will provide a more stable investment approach.

BRINGING INSTITUTIONAL FUNDS TO INDIVIDUAL INVESTORS

We use special low-cost institutional funds to make our Structured Asset Class approach even more effective. These mutual funds are not available to individuals, other than through programs such as ours. We make them cornerstones of our client's portfolio.

Our institutional funds are characteristically different from conventional mutual funds: they are designed to capture the full returns of entire asset classes and therefore provide greater diversification.

IMPROVING THE INVESTOR'S BOTTOM LINE

Orion keeps overhead costs low while practicing tax-efficient investment management. We utilize discount brokers as custodians for our client funds in order to minimize transaction costs. We avoid unnecessary trading which increases transaction costs and can produce less tax-efficient short-term gains.

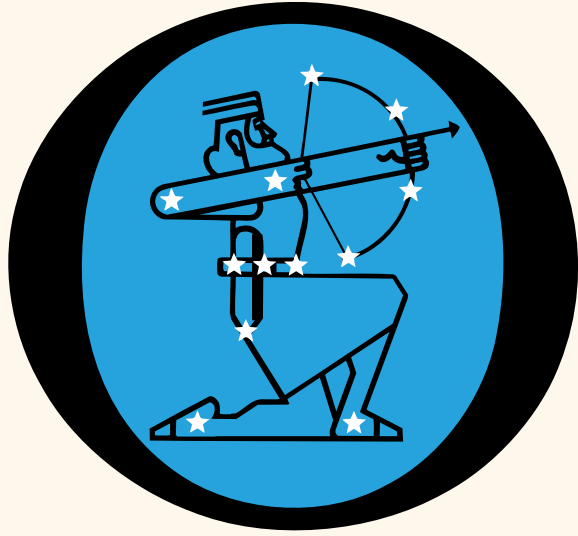
Our Structured Asset Class approach is designed for the long run - it attempts to provide individuals with higher reliability and confidence levels of portfolio returns and a greater degree of stability and assurance as they progress toward their wealth objectives.

HANDS-ON PORTFOLIO SUPERVISION

We take discretionary control of the invested assets we manage. We make the tough decisions. Our clients prefer this; they have business, family and career issues to attend to, and they want to relieve anxiety and realize more predictable portfolio performance.

In an attempt to avoid misallocation or investments that conflict with an investor's goals, we continually monitor all portfolios and make rebalancing decisions when necessary. We create percentage collars for each portfolio allocation which, when exceeded, trigger rebalancing adjustments in accordance with our investment policies.

Contact Orion today to set the proper course for your investment success.



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ORION

www.orion-capital.com

Orion Capital Management, Inc.
750 Green Bay Rd.
Winnetka, IL 60093

toll free (800) 485-8681

direct (847) 441-0410

fax (847) 441-0420

e-mail info@orion-capital.com

In Florida 1100 5th Ave. South, Suite 201
Naples, FL 34102

direct (239) 566-6022

Orion Capital Management, Inc. is an SEC registered investment adviser.