



## **Woodley Farra Manion Portfolio Management, Inc. Announces New Investment Option**

**New Dividend Portfolio seeks to offer investors an alternative investment vehicle to increase income.**

September 16, 2011, Indianapolis, IN (USA) – Woodley Farra Manion Portfolio Management is proud to announce their new Dividend Portfolio\* investment option. An alternative to traditional bank deposits or U.S. Treasury bonds, the Dividend Portfolio seeks to provide clients with higher income than offered by current bond yields while providing an opportunity to grow income annually and experience some capital appreciation.

“The Dividend Portfolio has been conceived and designed to help those investors that rely on the cash flow from their investments. Bank CD’s and U.S. Treasury bonds no longer provide adequate income for most investors and the prospects for appreciation from Treasuries may well be negative.” says Don Woodley, Co-founder and Principal.

Woodley Farra’s proprietary independent research identifies individual stocks, bonds and preferred stocks with which to design portfolio’s that provide both competitive returns and lower volatility. The new Dividend Portfolio makes further use of Woodley Farra’s research prowess to build a portfolio of dividend paying common stocks and preferred stocks. Additionally, this approach will have a built in bias toward increasing income as the dividends from the selected common stocks have increased most years in the past. Furthermore, studies have shown that companies that can afford to regularly increase their dividends tend to appreciate over time. “The companies used to construct the Dividend Portfolio are all high quality with great businesses, strong balance sheets and ample cash flow.” says Mike Manion, Portfolio Manager and Principal.

“The Federal Reserve has pushed interest rates for all bond and bank deposits to record low levels. The fallout from the financial crisis of 2008 and ongoing weakness in real estate and labor markets will probably keep the Federal Reserve from boosting interest rates for the foreseeable future.” continues George Farra, Co-founder and Principal. “This makes our Dividend Portfolio an outstanding option for an investor looking for better returns on their investments.”

### **About Woodley Farra Manion Portfolio Management, Inc.**

In business since 1995 as an SEC Registered Investment Advisor and with more than 90 year's of combined investment management experience, our investment professionals are uniquely qualified to help you plan for your future. Our client relationships are structured so that your success is our success. This philosophy gives our firm a strong incentive to provide the best service possible to our individual, institutional and foundation clients. Our strategy of independently researched investment selections helps us provide strong performance while striving to maintain low volatility.

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\* Not FDIC Insured