

# FOR EVERY BEAR, THERE'S A BULL...

WHEN THE MARKETS ARE DOWN, IT'S EASY TO FORGET THAT BEAR MARKETS COME AND GO — AND THAT BULL MARKETS HAVE HISTORICALLY FOLLOWED.

## Bear and Bull Markets – 1973-2009<sup>1</sup>

BEAR MARKET	LENGTH	% DECLINE	BULL MARKET	LENGTH	% GROWTH
1/11/1973 – 10/3/1974	<b>630 days</b>	<b>-48.20%</b>	10/3/1974 – 9/21/1976	<b>719 days</b>	<b>73.14%</b>
9/21/1976 – 3/6/1978	<b>531 days</b>	<b>-19.41%<sup>2</sup></b>	3/6/1978 – 11/28/1980	<b>998 days</b>	<b>61.70%</b>
11/28/1980 – 8/12/1982	<b>622 days</b>	<b>-27.11%</b>	8/12/1982 – 8/25/1987	<b>1,839 days</b>	<b>228.81%</b>
8/25/1987 – 12/4/1987	<b>101 days</b>	<b>-33.51%</b>	12/4/1987 – 7/16/1990	<b>955 days</b>	<b>64.77%</b>
7/16/1990 – 10/11/1990	<b>87 days</b>	<b>-19.92%<sup>2</sup></b>	10/11/1990 – 3/24/2000	<b>3,452 days</b>	<b>416.98%</b>
3/24/2000 – 10/9/2002	<b>929 days</b>	<b>-49.15%</b>	10/9/2002 – 10/9/2007	<b>1,826 days</b>	<b>101.50%</b>
10/9/2007 – 3/9/2009 <sup>3</sup>	<b>517 days</b>	<b>-56.78%</b>	<i>Only time will tell...</i>		

Past performance is no guarantee of future results.

This chart is for illustrative purposes only. Please note that an investor cannot invest directly in an index.

INVESTMENT PRODUCTS: NOT FDIC INSURED • NO BANK GUARANTEE • MAY LOSE VALUE

<sup>1</sup> Sources: Bloomberg; Standard & Poor's, a division of The McGraw-Hill Companies, Inc. The S&P 500 Index is an unmanaged index of 500 stocks that generally reflects the performance of large-cap U.S. companies. A bear market represents a decline of 20% or more from a previous market peak, using the S&P 500 Index to represent the market. A bull market represents a rally of 20% or more, using the S&P 500 Index to represent the market.

<sup>2</sup> Loss fell short of the 20% decline usually associated with a bear market.

<sup>3</sup> This chart provides information on bull and bear markets since 1973. Only time will tell when the current market, which increased 64.83% during the period 3/09/09-12/31/09, will be over.

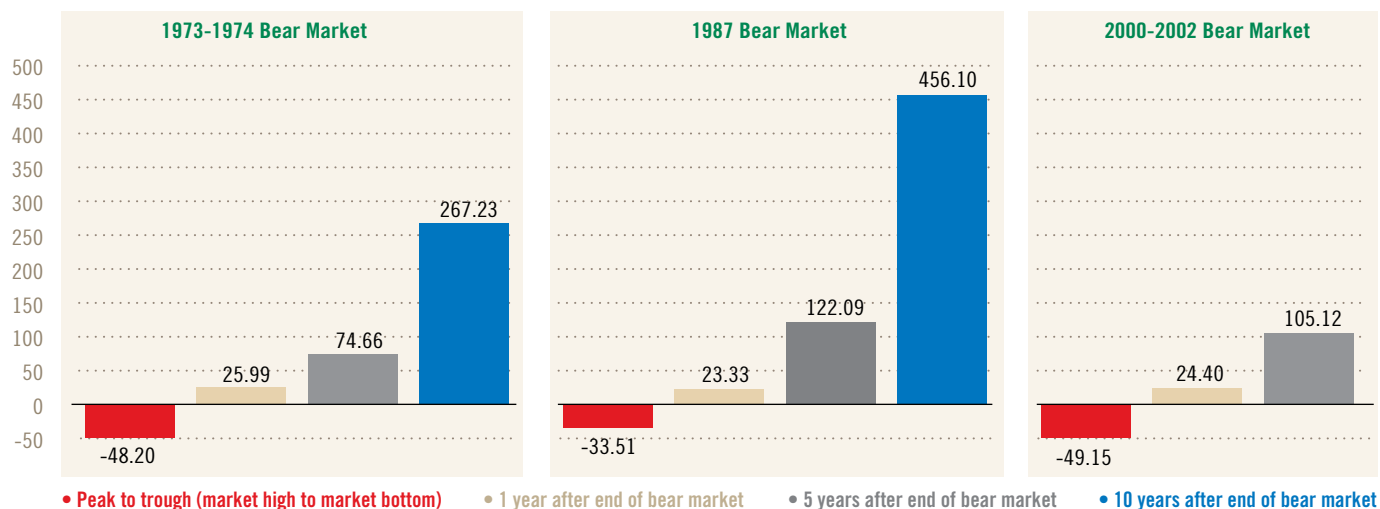
# TRACKING THE BEAR MARKET 'BOUNCEBACK'

CONSIDER THE MARKET'S PERFORMANCE FOLLOWING THE THREE MOST SEVERE BEAR MARKETS OVER THE PAST FOUR DECADES...

The "bounceback" from bear market lows typically extends well beyond a single year.

Investors who stay in the market long term are well positioned to capture the full scope of a potential "bounceback."

Cumulative Total Returns of the S&P 500<sup>4</sup> (%)



What kind of market returns will investors earn over the next bull market? Only time will tell.

To be ready when it arrives, talk to your financial advisor and make a plan that reflects your current financial situation, risk tolerance and personal goals.

All investments involve risk, including possible loss of principal. Investments in equities tend to involve more risk than fixed income securities.

Past performance is no guarantee of future results. This chart is for illustrative purposes only and is not indicative of performance of any specific investment. This chart illustrates the historical performance of the Standard & Poor's 500 Index (S&P 500) before and after the bear market bottoms of 10/3/74, 12/4/87 and 10/9/02. Cumulative total returns include reinvestment of dividends and capital gains. Yields and dividends represent past performance and there is no guarantee they will continue to be paid.

The S&P 500 is an unmanaged index of 500 stocks that is generally a representation of the performance of larger companies in the U.S. Please note that an investor cannot invest directly in an index.

<sup>4</sup> Sources: Standard & Poor's, a division of The McGraw-Hill Companies, Inc. and GPW (Legg Mason internal system).

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