

FOR IMMEDIATE RELEASE

Contact: Tim Alward
E-Mail: alward@fordequity.com
Web site: www.fordequity.com

Tel: (800) 842-0207
Fax: (858) 455-6316

Ford Investor Services, Inc. Changes Name to Ford Equity Research

SAN DIEGO, CA - January 31, 2003 - Ford Investor Services, Inc. announced today that its name will change to Ford Equity Research effective immediately. At the same time, the company unveiled a new identity and Web site, www.fordequity.com.

The new site prominently features free equity research drawn from the company's most recent proprietary studies, allowing investment professionals a clear view of the results, methods and models that have built the company's reputation for strong, reliable performance.

Tim Alward, President, said, "Ford Investor Services, Inc. has built a solid reputation as an independent provider of investment research over the past 32 years. We want to ensure that our image and name accurately reflect what we do. The company's ownership, people, products, and research have not changed, and our new name and image reflect our historical roots while emphasizing core competencies. We're moving forward, developing a next generation of equity research tools for professional investors, and we want an updated, streamlined look and feel to match."

Ford Equity Research will operate as a subsidiary of Ford Investor Services, Inc. under a DBA. The company's previous Web site (www.fordinv.com) will forward to the new site, as will all fordinv.com e-mail addresses.

During its 32-year history, Ford has provided institutional investors with timely, accurate, fundamental financial data; with quantitative equity investment models; and with custom equity research. The company's focus throughout its history has been to provide the methodology to produce superior investment returns. The performance of Ford's investment models, as measured by a single published equity portfolio, has been excellent over the past 30 years and outstanding in the down years since 2000.