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Hart Capital boosts INW stock coverage **Company now provides more frequent updates on 15 companies it tracks**

By Treva Lind

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Spokane-based investment company Hart Capital Management Inc. has increased the frequency of investment information it compiles and provides regarding the 15 largest publicly traded Inland Northwest companies.

Hart Capital says it now publishes weekly commentary on individual company developments and share price performance on the Inland Northwest companies it tracks through a blog it started in late March, at www.hartcap.blogspot.com. The commentary also can be accessed through a link on the company's website, at www.hartcap.com.

It has compiled two industry indicators—the Hart Capital Inland Northwest Composite and the Hart Capital Inland Northwest Index—on a quarterly basis since 2006, and it will continue to release those composite and index reports.

It expanded its coverage because readers of the quarterly information requested more frequent updates, says Craig Hart, the company's president and chief investment officer.

"It keeps getting more and more interest due in part to the information that this is a legitimate market we have in this region and a nice distribution of industries, which I think surprises a lot of people," Hart says.

He says the company also will offer insights as to why stocks moved higher or lower. The firm's clients and others can subscribe through the blog page to receive weekly blog-update emails free of charge.

"We have \$13.6 billion of market capitalization here, which is really investor wealth in these companies, and we have this breadth of companies," Hart adds. "This is really an underserved story for investors due in part to the lack of research on small- and medium-sized businesses."

Hart Capital's Inland Northwest Composite and its separate Inland Northwest Index cover the largest publicly traded companies headquartered in the Inland Northwest. The composite tracks the aggregate market value of the 15 companies, while the index tracks the same companies' stock value in an investment methodology similar to that of the Standard & Poor's 500 Index.

The reports track Coeur d'Alene Mines Corp., Potlatch Corp., Avista Corp., Itron Inc., Hecla Mining Co., Sterling Financial Corp., Clearwater Paper Corp., WTB Financial Corp., Red Lion Hotels Corp., Northwest Bancorporation Inc., Key Tronic Corp., Idaho Independent Bank, Intermountain Community Bancorp, Ambassadors Group Inc., and Coldwater Creek Inc.

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