



The FIRST MIDWEST Yield Report[®]

Vol. 8 ♦ Issue 23

First Midwest Securities, Inc. ♦ Member FINRA / SIPC

July 12, 2010

Investment Spotlight:

Bank Hapoalim, BM - *Brokered FDIC Insured CD
4.350% / Due 07-30-2040 / Non-Callable 1 Year

Summary

This CD is issued by a leading underwriter of FDIC Insured, Brokered Certificates of Deposits.



- *This CD is FDIC Insured between \$100,000 and \$250,000 per qualified account. Restricted for sale in TX, MT.
- **This CD pays semi-annual interest and is callable 7/30/11 at par. If held to maturity and not called, it has an Annual Percentage Yield of 4.350%.
- This security will fluctuate in value and if sold prior to maturity may be worth more or less than the original cost.

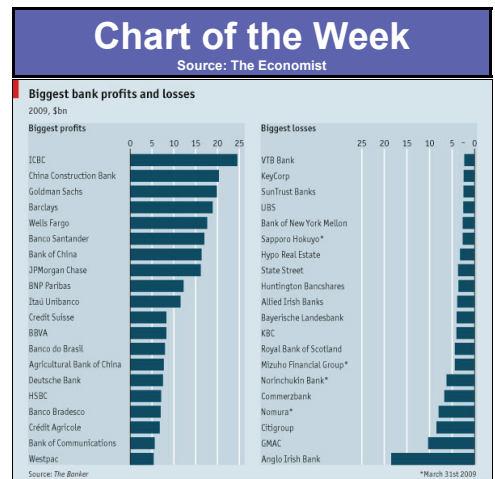
All information as of 7/12/10 and is subject to price change and availability.

Coupon:	4.350%	**APY:	4.350%
Maturity:	07/30/2040	YTC:	4.350%
Call Date:	07/30/11	CY:	4.350%
Retail Price:	100.00	*FDIC Insured:	YES
Quantity:	1,000,000	Rating:	N/A

Key Data

*Brokered / FDIC Insured
 **AAA CA Revenue Muni
 Sources: TYR, Bloomberg, HTD

	Short Trend	This Week	1 Week Ago
Prime Rate	◀▶	3.25%	3.25%
Crude Oil	◀▶	74.97	73.46
10 Yr. T-Note Yld	◀▶	3.08%	3.00%
Gold	◀▶	1,198 oz	1,196 oz
Natural Gas	▼	4.41	4.82
*1 Year CD	◀▶	.35%	.35%
**30 Yr. Muni	◀▶	4.40%	4.40%



The Educated Investor

“Yields”

When investing in bonds, one of the first factors investors use to consider an investment is the “Yield.” The “Yield,” however, may turn out to be one of three scenarios depending on whether a bond is callable or priced at a premium/discount to par. Below are the three major “Yield” scenarios as defined by the FINRA.

- 1. Yield-to-Maturity (YTM)** - “The rate of return you receive if you hold a bond to maturity and reinvest all of the interest payments at the YTM rate. It is calculated by taking into account the total amount of interest you will receive over time, your purchase price (the amount of capital you invested), the face amount (or amount you will be paid when the issuer redeems the bond), the time between interest payments, and the time remaining until maturity.
- 2. Yield-to-Call (YTC)** - “The rate of return you receive if you hold the bond to its call date and the security is redeemed at its call price. YTC assumes interest payments are reinvested at the yield-to-maturity date.”
- 3. Yield-to-Worst (YTW)** - “The lower yield of yield-to-call and yield-to-maturity. Investors of callable bonds should always do the comparison to determine a bond’s most conservative potential return.”

Source: FINRA

Inside This Issue Page

Investment Spotlight, The Educated Investor	1
Municipal Bonds, Quick Picks, & Corporate Bonds	2, 3, 4, 5
Government Agency Bonds, GSEs, U.S. Treasuries	6, 7
InterNotes: New Issue Corporate Bonds, Fed Watch	8, 9
Research Ctr., Brokered CDs	10, 11



MUNICIPAL BOND OFFERINGS

Municipal bonds are subject to interest rate risk. Investors should be aware that bond values may decline, if interest rates rise.

YIELD TO MATURITY (YTM) – MSRB “The rate of return to the investor earned from payments of principal and interest, with interest compounded semi-annually at the stated yield, presuming that the security remains outstanding until the maturity date. Yield to maturity takes into account the amount of the premium or discount at the time of purchase, if any, and the time value of the investment.” Source: MSRB

Western Municipal Bonds:

Please call for a complete selection of *state specific municipal bond offerings!*

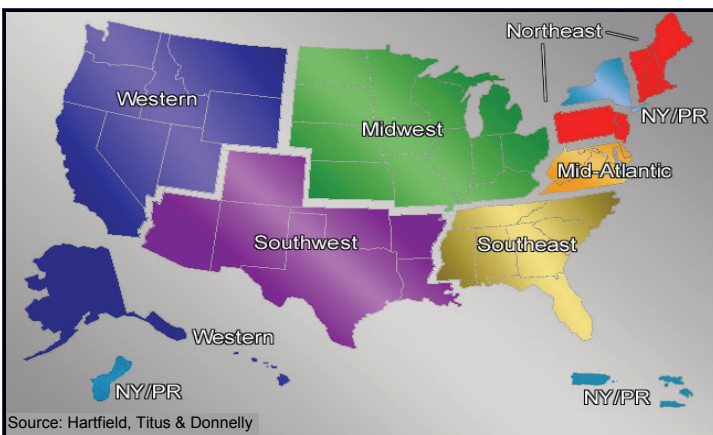
* Insured / ** AMT / *** Pre-Refunded / **** Escrowed to Maturity

AMT(000)	RATING	COUPON	DESCRIPTION	MATURITY	PRICE	YTM / YTC
100	AAA	4.000	*SACRAMENTO FING FSA- N/C	12/01/12	106.76	1.20
210	AAA	3.500	*CHINO VLY SCH AGMC- N/C	09/01/15	105.82	2.30
350	AAA	5.000	*KERN CA CCD FO FSA- CALL 11/15	11/01/16	114.15	2.57 / 2.19
230	AAA	4.125	*SHASTA TEHAMA FSA- CALL 08/16	08/01/19	104.10	3.59 / 3.37
150	AAA	5.000	*OAKLAND SCH GO FGSFS- CALL 08/17	08/01/21	107.64	4.13 / 3.76
150	AAA	5.000	*DUBLIN CA USD GO FSA- CALL 08/13	08/01/23	108.18	4.18 / 2.26
100	AAA	4.875	*HUNTINGTON BCH AGMC- CALL 09/20	09/01/29	100.00	4.87 / 4.87
1,780	AAA	5.000	*GOLDEN ST TOB FGSFS- CALL 06/15	06/01/35	100.00	5.00 / 5.00
320	AAA	5.250	*ATWATER CA PFA AGMC- CALL 05/19	05/01/45	104.12	5.00 / 4.67

Southwest Municipal Bonds:

All offerings as of 7/12/10 and are subject to price change and availability. The Graph *TEY (Taxable Equivalent Yield) assumes a Federal Tax Bracket of 35.0%. **State Tax Rate is an assumed rate for illustrative purposes. Individual rates may vary depending upon your filing status. Not all municipal bonds are State and Federally tax-free. ***U.S. Treasuries are a full faith and credit obligation of the U.S. Government while AAA municipals are not. The AAA municipals are a random selection of current offerings in the open market as of the date of this publication. Sources: U.S. Treasury / HTD

AMT(000)	RATING	COUPON	DESCRIPTION	MATURITY	PRICE	YTM / YTC
250	AAA	4.000	DEL VALLE TEXAS ISD - N/C	02/01/13	109.53	.34
400	AAA	3.250	*HARRIS TEXAS ED FAC AGC- N/C	05/15/13	105.12	1.44
150	AAA	3.250	LONE STAR TEXAS CCD GO- N/C	09/15/18	106.99	2.31
200	AAA	3.500	CONROE TEXAS ISD GO- N/C	02/15/19	108.10	2.45
100	AAA	5.000	RIO GRANDE TX GO- CALL 08/15	08/15/26	108.82	4.24 / 3.13
235	AAA	5.000	*UNIV NO TEXAS FSA- CALL 04/13	04/15/34	105.12	4.64 / 3.09
915	Aaa	5.000	BEXAR CNTY TEXAS- CALL 06/19	06/15/35	107.67	4.48 / 3.97
500	AAA	5.250	*LAREDO TX CCD AGMC- CALL 08/20	08/01/35	106.96	4.77 / 4.38
400	AAA	5.000	*HOUSTON TX UTIL SYS FSA- CALL 11/15	11/15/35	106.04	4.59 / 3.75



Tax-Free Yield Calculator

Fed Rate	State Rate	Total Rate	Tax Free Return					
			2.0%	3.0%	3.5%	4.0%	4.5%	5.0%
25.0%	**0.0%	25.0%	2.66%	4.00%	4.66%	5.33%	6.00%	6.66%
28.0%	**0.0%	28.0%	2.77%	4.16%	4.86%	5.55%	6.25%	6.94%
33.0%	**0.0%	33.0%	2.98%	4.47%	5.22%	5.97%	6.71%	7.46%
35.0%	**0.0%	35.0%	3.07%	4.61%	5.38%	6.15%	6.92%	7.69%
Tax Brackets			Taxable Equivalent Yields					



MUNICIPAL BOND OFFERINGS

Municipal bonds are subject to interest rate risk. Investors should be aware that bond values may decline, if interest rates rise.

YIELD TO CALL (YTC) – MSRB “The rate of return to the investor earned from payments of principal and interest, with interest compounded semi-annually at the stated yield, presuming that the security is redeemed on a specified call date (if the security is redeemed at a premium call price, the amount of the premium is also reflected in the yield). Yield to call takes into account the amount of the premium or discount at the time of purchase, if any, and the time value of the investment.” Source: MSRB

New York Municipal Bonds:

Please call for a complete selection of *state specific municipal bond offerings!*

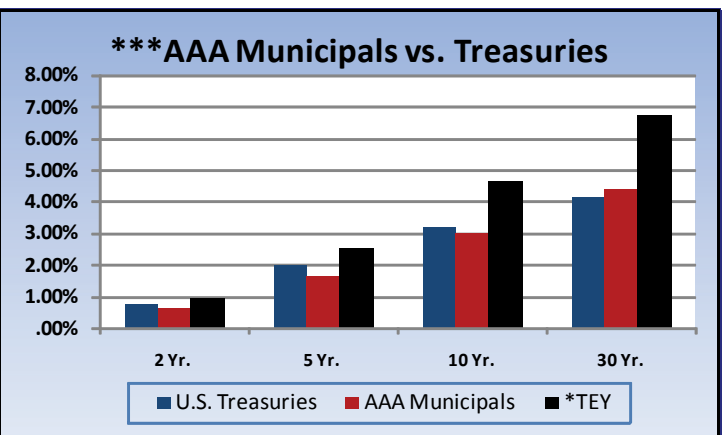
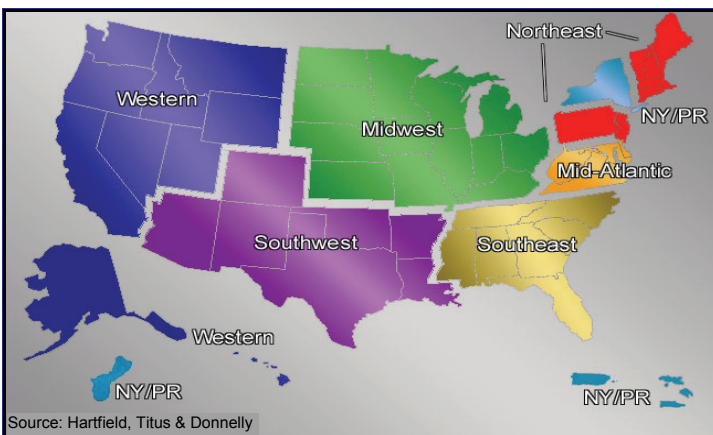
* Insured / ** AMT / *** Pre-Refunded / **** Escrowed to Maturity

AMT(000)	RATING	COUPON	DESCRIPTION	MATURITY	PRICE	YTM / YTC
280	AAA	2.500	*CASSADAGA VLY NY GO AGMC– N/C	06/15/13	104.37	1.01
145	AAA	3.250	*SOWESTERN CSD NY AGMC– N/C	05/15/14	106.90	1.43
150	AAA	5.000	*NEW YORK ST TWY FGSFS– CALL 10/15	04/01/16	116.14	2.03 / 1.79
135	AAA	5.000	NEW YORK NY CITY TRAN– CALL 11/15	11/01/17	114.66	2.79 / 2.10
140	AAA	5.750	*ERIE CNTY NY FSA– CALL 05/17	05/01/19	116.12	3.61 / 3.13
400	AAA	3.750	*UTICA NEW YORK GO AGMC– CALL 05/17	05/15/22	101.75	3.56 / 3.46
120	AAA	5.000	NEW YORK ST URBAN– CALL 12/17	12/15/25	110.45	4.08 / 3.41
200	AAA	4.750	NEW YORK NY MUN WTR– CALL 06/16	06/15/33	104.52	4.43 / 3.90
125	AAA	5.250	NEW YORK ST DORM– CALL 03/19	03/15/38	111.71	4.50 / 3.67

Northeast Municipal Bonds:

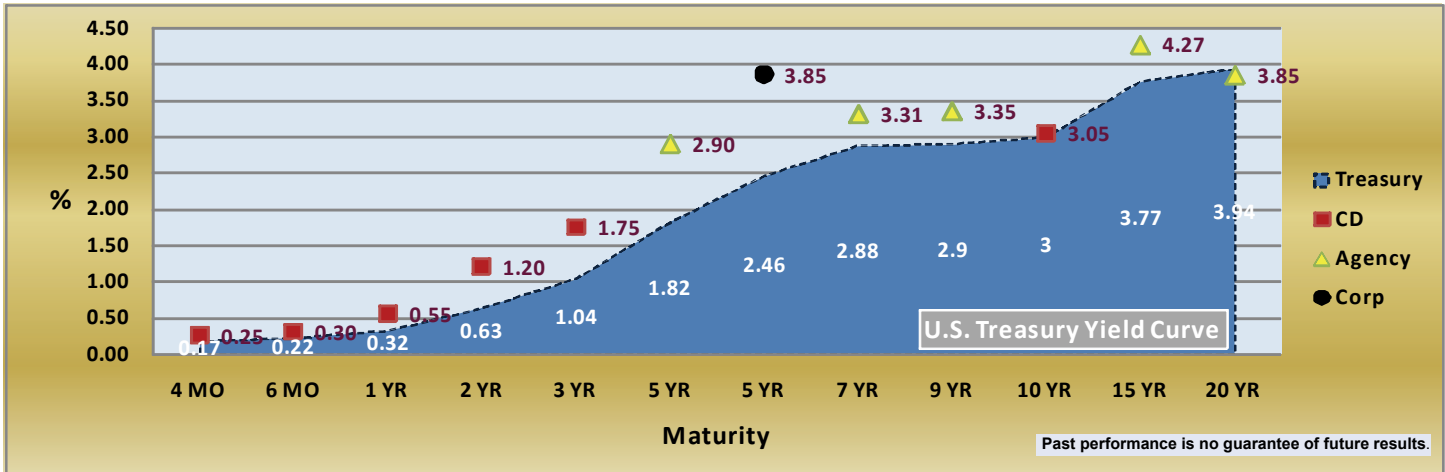
All offerings as of 7/12/10 and are subject to price change and availability. The Graph *TEY (Taxable Equivalent Yield) assumes a Federal Tax Bracket of 35.0%. **State Tax Rate is an assumed rate for illustrative purposes. Individual rates may vary depending upon your filing status. Not all municipal bonds are State and Federally tax-free. ***U.S. Treasuries are a full faith and credit obligation of the U.S. Government while AAA municipals are not. The AAA municipals are a random selection of current offerings in the open market as of the date of this publication. Sources: U.S. Treasury / HTD

AMT(000)	RATING	COUPON	DESCRIPTION	MATURITY	PRICE	YTM / YTC
1,900	AAA	5.000	BOSTON MASS GO– N/C	01/01/15	116.65	1.23
100	Aaa	4.000	BELMONT MASS GO– N/C	02/15/17	111.75	2.10
350	AAA	5.000	MASS STATE WATER– CALL 08/16	08/01/18	118.50	2.47 / 1.80
2,700	AAA	5.000	MASS STATE WATER POLL– CALL 08/17	08/01/19	117.86	2.77 / 2.27
300	AAA	5.000	MASS STATE WATER POLL– CALL 08/19	08/01/22	118.69	3.13 / 2.68
350	AAA	5.250	MASS STATE HEALTH– CALL 11/18	11/15/23	119.45	3.43 / 2.65
250	AAA	5.000	MASS STATE HEALTH– CALL 12/19	12/15/26	117.38	3.59 / 2.89
100	AAA	5.250	MASS BAY TRANS– CALL 07/18	07/01/34	112.56	4.40 / 3.45
125	AAA	5.000	MASS STATE WATER– CALL 08/17	08/01/37	110.00	4.36 / 3.40





QUICK PICKS



Cash: < 1 Year:

Municipal bonds, Corporate Bonds, U.S. Treasury Securities, Government Agency Bonds and Brokered CDs are subject to interest rate risk. Investors should be aware that bond values may decline, if interest rates rise.

^Annual Percentage Yield / ^^Not available in all states / ¢If held to maturity and not called.

TERM	TYPE	RATING	COUPON	DESCRIPTION	MATURITY	PRICE	YTM / YTC / ^APY
4 MO.	CD	FDIC	.250	^^STATE BANK INDIA- N/C	11/16/10	100.00	^.25
6 MO.	CD	FDIC	.300	^^BANK HAPOALIM- N/C	01/13/11	100.00	^.30
12 MO.	CD	FDIC	.550	^^DORAL BANK- N/C	07/15/11	100.00	^.55

1 – 5 Years:

Treasury Securities are subject to interest rate risk. Investors should be aware that bond values may decline, if interest rates rise.

*State Tax-Free Sources: U.S. Treasury, Zions

TERM	TYPE	RATING	COUPON	DESCRIPTION	MATURITY	PRICE	YTM / YTC / ^APY
2 YR.	CD	FDIC	1.200	^^DORAL BANK- N/C	07/16/12	100.00	^1.20
3 YR.	CD	FDIC	1.750	^^DORAL BANK- N/C	07/15/13	100.00	^1.75
5 YR.	AGENCY	AAA	2.00 – 8.00	*FHLB STEP UP- CALL 04/11	06/30/15	100.00	±2.90 / 2.00

5 – 10 Years:

All offerings as of 7/12/10 and are subject to price change, availability and interest rate risk.
^Annual Percentage Yield / ^^Not available in all states / ¢If held to maturity and not called.

TERM	TYPE	RATING	COUPON	DESCRIPTION	MATURITY	PRICE	YTM / YTC / ^APY
5 YR.	CORP	A3	3.850	HSBC FINANCE NOTES- N/C	07/15/15	100.00	3.85
7 YR.	AGENCY	AAA	2.00 – 7.00	*FHLB STEP UP- CALL 04/11	10/27/17	100.00	±3.31 / 2.00
9 YR.	AGENCY	AAA	3.350	*FHLB- CALL 10/10	01/29/19	100.00	3.35 / 3.35

10 Years Plus:

TERM	TYPE	RATING	COUPON	DESCRIPTION	MATURITY	PRICE	YTM / YTC / ^APY
10 YR.	CD	FDIC	3.050	FIRST STATE BANK- N/C	07/21/20	100.00	^3.05
15 YR.	AGENCY	AAA	4.270	FHLMC STEP UP- CALL 01/11	07/28/25	100.00	±4.27 / 4.00
20 YR.	AGENCY	AAA	3.850	FHLMC- CALL 07/14	07/15/30	100.00	3.85 / 3.85



CORPORATE BOND OFFERINGS

CURRENT YIELD (CY) – MSRB “The ratio of the annual dollar amount of interest paid on a security to the purchase price or market price of the security, stated as a percentage. For example, a \$1,000 bond purchased at par with a 5% coupon pays \$50 per year, or a current yield of 5%. The same bond, if purchased at a discount price of \$800, would have a current yield of 6.25%. A \$1,000 bond purchased at a premium price of \$1,200 would have a current yield of 4.17%.” Source: MSRB

Corporate Bonds: AAA – AA

Corporate bonds are subject to interest rate risk. Investors should be aware that bond values may decline, if interest rates rise.

AMT(000)	RATING	COUPON	DESCRIPTION	MATURITY	PRICE	YTM / YTC
2,000	AAA	1.750	EUROPEAN INVT BANK– N/C	09/14/12	101.56	1.04
500	Aaa	2.100	ROYAL BANK CANADA– N/C	07/29/13	101.84	1.50
1,000	AAA	3.200	RABOBANK NEDERLAND– N/C	03/11/15	102.43	2.65
100	Aaa	4.375	NORTH AMERICAN DEV– N/C	02/11/20	106.35	3.59
50	AAA	5.200	MICROSOFT CORP– N/C	06/01/39	111.66	4.47
1,200	Aa3	4.750	WELLS FARGO BANK– N/C	02/09/15	106.21	3.30
670	Aa3	6.250	NATIONWIDE BLDG SOC– N/C	02/25/20	105.88	5.45
845	AA+	6.150	GENERAL ELECTRIC CAP– N/C	08/07/37	102.16	5.99
600	AA-	8.875	MASS MUTUAL LIFE INS– N/C	06/01/39	136.51	6.15

Corporate Bonds: A – BBB

All offerings as of 7/12/10 and are subject to price change and availability.

AMT(000)	RATING	COUPON	DESCRIPTION	MATURITY	PRICE	YTM / YTC
3,000	A	5.100	CITIGROUP– N/C	09/29/11	103.69	2.16
100	A	1.875	BOEING CO– N/C	11/20/12	101.85	1.09
300	A	3.750	ORACLE CORP– N/C	07/08/14	107.35	1.85
500	A-	3.250	DIAGEO FIN BV– N/C	01/15/15	103.45	2.45
400	A-	6.050	MERRILL LYNCH– N/C	05/16/16	103.70	5.31
990	A1	4.650	PFIZER– N/C	03/01/18	109.13	3.30
300	A+	5.000	BLACKROCK– N/C	12/10/19	106.66	4.14
875	A+	5.350	FMR LLC– N/C	11/15/21	106.12	4.65
380	A	6.750	COCA COLA ENT– N/C	09/15/28	127.44	4.52

Bond Ratings

Standard & Poor's Corp.

Moody's Investor's Services

AAA	Highest Quality; principal & interest well protected.	Aaa	Highest Quality; principal is well protected and interest payments are virtually assured.
AA	High Quality; marginally higher long-term risk than AAA.	Aa	High Quality; marginally higher long-term risk than AAA.
A	Good Quality; somewhat more susceptible to adverse conditions over the long term.	A	Good Quality; many favorable investment aspects. Suggestion credit risk could increase over long-term
BBB	Adequate; adverse conditions could threaten principal or interest payments.	Baa	Medium Grade, neither highly protected nor poorly secured: may be regarded as somewhat speculative.
BB	Questionable; faces major uncertainties. Adverse conditions could jeopardize prin/int payments.	Ba	Lack characteristics of desirable investment; protection of prin/int payments over long-term is small.
B	Speculative; adverse conditions would likely impair ability to pay interest or repay principal.	B	Speculative; with only moderate protection of principal and interest payments.
CCC	Risky; has been identified as being vulnerable to default.	Caa	Poor quality; may be in default and protection of principal is questionable.
D	In default.	Ca	Highly speculative; issues may be in default or have other large shortcomings.
	Sources: S&P / Moody's / Barron's – Rating Definition source is Barron's	C	Lowest rated; extremely poor chances of ever attaining investment standing.



GOVERNMENT AGENCY OFFERINGS

Government Agency bonds are subject to interest rate risk. Investors should be aware that bond values may decline, if interest rates rise. Municipal bonds, Corporate bonds, U.S. Treasury Securities, Government Agency bonds, and CDs will fluctuate in value and if sold prior to maturity may be worth more or less than their original cost. All offerings as of 7/12/10 and are subject to price change and availability.

Government Agency Bonds:

^IRR – Internal Rate of Return, if held to maturity and not called. *State tax-free

AMT(000)	RATING	COUPON	DESCRIPTION	MATURITY	PRICE	YTM / YTC
100	Aaa	2.200	FNMA– CALL 10/11	10/28/13	101.15	1.84 / 1.34
1,000	Aaa	4.500	FHLMC– N/C	01/15/15	110.47	2.09
100	Aaa	5.240	FNMA– CALL 08/13	08/07/18	108.11	4.06 / 2.53
1,000	Aaa	5.375	*FEDERAL HOME LOAN BKS– N/C	09/30/22	114.45	3.88
1,800	Aaa	4.875	*FFCB– CALL 07/11	07/15/24	102.10	4.66 / 2.89
300	Aaa	6.318	FNMA– CALL 06/12	06/15/27	109.40	5.46 / 1.52
300	Aaa	5.953	FNMA– CALL 06/11	06/21/27	105.40	5.46 / .61
90	Aaa	5.350	FHLMC– CALL 11/11	11/15/27	103.85	5.01 / 2.57
2,200	Aaa	5.500	*FEDERAL HOME LOAN BKS– N/C	07/15/36	111.24	4.74

New Issues:

New issues are offered by offering circular or prospectus only. For a copy, please contact your investment professional. Subject to availability and early closing.

*State Tax-Free Income / ^IRR – Internal Rate of Return, if held to maturity and not called.

AMT(000)	RATING	COUPON	DESCRIPTION	MATURITY	PRICE	YTM / YTC
1,000	Aaa	2.300	*FFCB– CALL 10/10	07/21/15	100.00	2.30 / 2.30
1,000	Aaa	2.00 – 8.00	FNMA STEP UP– CALL 07/11	10/28/16	100.00	^2.90 / 2.00
1,000	Aaa	3.625	*FFCB– CALL 01/11	07/21/20	100.00	3.62 / 3.62
1,000	Aaa	4.00 – 7.00	FHLMC STEP UP– CALL 01/11	07/28/25	100.00	^4.27 / 4.00
1,000	Aaa	4.200	*FEDERAL HOME LOAN BKS– CALL 01/11	07/28/25	100.00	4.20 / 4.20
1,000	Aaa	4.00 – 6.00	FHLMC STEP UP– CALL 07/11	07/29/30	100.00	^4.56 / 4.00

Bank of Oklahoma GNMA's:

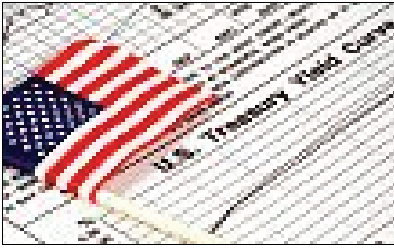
***Minimum 25M
Settlement 7/21/10

Government National Mortgage Association securities or GNMA's are a direct full, faith and credit obligation of the United States Government. Each month they pay investors a monthly interest payment and partial repayment of their principal based on the amount of prepayments within the associated pool. GNMA's U.S. Government guarantee applies only to the prompt payment of principal and interest and does not remove market risk. If security is sold prior to maturity it may be worth more or less than its original cost. *Average Life and **Yield to Average Life are based on a street consensus default model provided by Bloomberg using pre-payment assumptions that may or may not be met. The actual duration and yield of each security will vary. Source: TYR

AMT(000)	COUPON	MATURITY	DESCRIPTION	PRICE	*AVG	**YIELD
1,000	4.000	07/15/40	***GNMA I – JULY NEW POOL	103.00	7.00	3.48
1,000	4.500	07/15/40	***GNMA I – JULY NEW POOL	105.41	5.80	3.41
1,000	5.000	07/15/40	***GNMA I – JULY NEW POOL	108.00	3.50	2.52
1,000	6.500	07/15/40	***GNMA I – JULY NEW POOL	110.78	2.00	.86



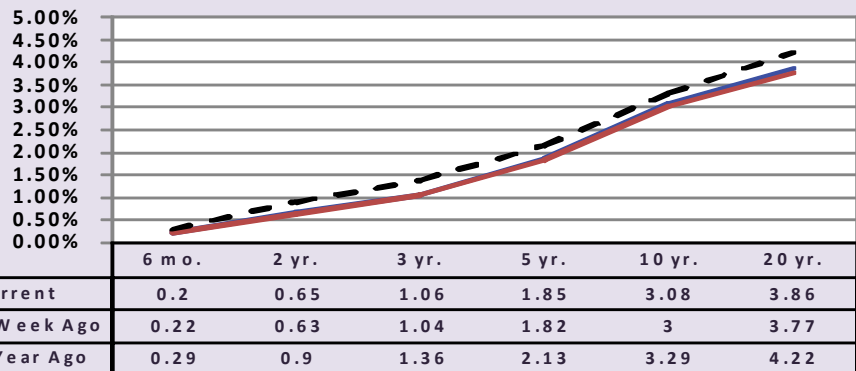
U.S. TREASURY SECURITIES



10 Yr. International Govt. Bonds

Country	Current	Yield % Trend	1 Month Ago
Australia	5.12	◀▶	5.39
Germany	2.59	◀▶	2.59
Hong Kong	2.59	◀▶	2.54
U.K.	3.33	▼	3.47
United States	3.04	▼	3.23

The U.S. Yield Curve



For illustration purposes only. Past performance is no indication of future results. All data cited in NOT indicative of the performance of any specific investment. Source: U.S. Treasury

U.S. Treasuries:

All offerings as of 7/12/10 and are subject to price change and availability. Municipal bonds, Corporate bonds, U.S. Treasury Securities, Government Agency bonds, and CDs will fluctuate in value and if sold prior to maturity may be worth more or less than their original cost.

AMT(000)	RATING	COUPON	DESCRIPTION	MATURITY	PRICE	YTM / YTC
1,000	AAA	.625	*/** U.S. TREASURY – N/C	06/30/12	100.00	.62
1,000	AAA	1.125	*/** U.S. TREASURY – N/C	06/15/13	100.27	1.02
1,000	AAA	1.875	*/** U.S. TREASURY – N/C	06/30/15	100.14	1.85
1,000	AAA	3.500	*/** U.S. TREASURY – N/C	05/15/20	103.63	3.06
1,000	AAA	4.375	*/** U.S. TREASURY – N/C	05/15/40	105.50	4.06

U.S. Treasury Zero Coupon:

Treasury Securities are subject to interest rate risk. Investors should be aware that bond values may decline, if interest rates rise.

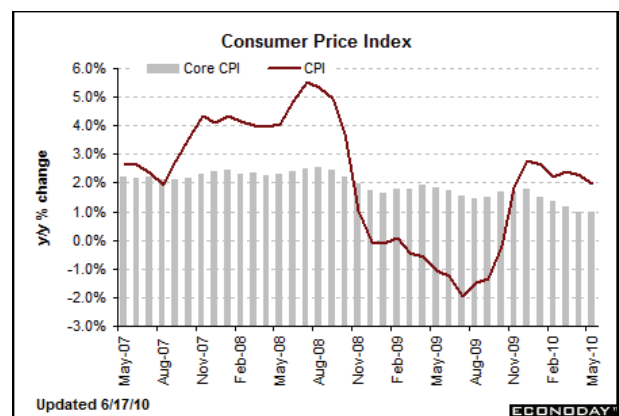
*State Tax-Free / **1 Million dollars or more / Sources: U.S. Treasury, Zions

AMT(000)	RATING	COUPON	DESCRIPTION	MATURITY	PRICE	YTM / YTC
1,000	AAA	0.000	* U.S. TREASURY STRIP – N/C	02/15/16	89.02	2.09
1,000	AAA	0.000	* U.S. TREASURY STRIP – N/C	02/15/19	77.59	2.97
1,000	AAA	0.000	* U.S. TREASURY STRIP – N/C	02/15/24	59.35	3.87
1,000	AAA	0.000	* U.S. TREASURY STRIP – N/C	02/15/31	43.13	4.12
1,000	AAA	0.000	* U.S. TREASURY STRIP – N/C	02/15/40	30.48	4.05

U.S. TIPS:

Treasury Inflation-Protected Securities or TIPS are unique in that they offer investors a return that is over and above the inflation rate. How do they work? First, investors purchase a TIPS which has a Yield-to-Maturity. Second, the principal or par amount of the investment grows in tandem with the rate of inflation as measured by the CPI. Source: U.S. Treasury / TYR

COUPON	DESCRIPTION	MATURITY	PRICE	YTM
.500	*/** U.S. TIPS – N/C	04/15/15	100.88	.31
1.250	*/** U.S. TIPS – N/C	07/15/20	99.94	1.26
2.125	*/** U.S. TIPS – N/C	02/15/40	106.82	1.83





InterNotessm

InterNotes are new issue Corporate bonds – subject to both interest rate and credit risk. InterNotes are not insured by the FDIC or any Government agency. If sold prior to maturity, they may be worth more or less than their original cost. InterNotes are offered By Prospectus Only.

GE Capital

General Electric Company develops, manufactures, and markets products for the generation, distribution, and utilization of electricity. The Company, through General Electric Capital Services, Inc., offers a variety of financial services including mutual fund management, financing, asset management, and insurance. General Electric also owns NBC.

Source: InterNotes

*Offerings for week of 7/12/10 to 7/19/10. Cutoff 12:00 PM EST

AMOUNT(000)	RATING	COUPON	DESCRIPTION	MATURITY	PRICE	YTM / YTC
1,000	AA+	N/A	N/A	N/A	N/A	N/A
1,000	AA+	N/A	N/A	N/A	N/A	N/A
1,000	AA+	N/A	N/A	N/A	N/A	N/A

FreddieNotessm

FreddieNotes[®] are unsecured senior debt offered on a best efforts basis once a week. All of Freddie Mac's rated senior unsecured debt has been given the highest possible credit ratings by Standard & Poor's and Moody's Investors Service of A1+/P1 for short-term obligations and AAA/Aaa for longer-term debt.

Source: InterNotes.com

^Internal Rate of Return, if held to maturity.

*Offerings for week of 7/12/10 to 7/19/10. Cutoff 12:00 PM EST

AMOUNT(000)	RATING	COUPON	DESCRIPTION	MATURITY	PRICE	YTM / YTC
1,000	AAA	1.50 – 5.00	*FREDDIE NOTES STEP UP– CALL 07/11	07/15/16	100.00	^2.70 / 1.50
1,000	AAA	3.00 – 7.00	*FREDDIE NOTES STEP UP– CALL 07/11	07/15/25	100.00	^4.36 / 3.00
1,000	AAA	4.000	*FREDDIE NOTES – CALL 07/11	07/15/28	100.00	4.00 / 4.00

Goldman Sachs

The Goldman Sachs Group, Inc., a bank holding company, is a global investment banking and securities firm specializing in investment banking, trading and principal investments, asset management and securities services. The Company provides services to corporations, financial institutions, governments, and high-net worth individuals.

Source: Bloomberg

*Offerings for week of 7/12/10 to 7/19/10. Cutoff 12:00 PM EST

AMOUNT(000)	RATING	COUPON	DESCRIPTION	MATURITY	PRICE	YTM / YTC
1,000	A	N/A	N/A	N/A	N/A	3.70
1,000	A	N/A	N/A	N/A	N/A	N/A
1,000	A	N/A	N/A	N/A	N/A	N/A

HSBC Finance Corporation

HSBC Finance Corporation, formerly Household Finance, has nearly \$123 billion in managed assets and is a consumer lender that has been serving the needs of the middle-market customer since 1878. On March 28, 2003, HSBC Holdings PLC acquired Household.

Source: InterNotes

*Offerings for week of 7/12/10 to 7/19/10. Cutoff 12:00 PM EST

AMOUNT(000)	RATING	COUPON	DESCRIPTION	MATURITY	PRICE	YTM / YTC
1,000	A3	3.800	HSBC FINANCE– N/C	07/15/15	100.00	3.80
1,000	A3	N/A	N/A	N/A	N/A	N/A
1,000	A3	N/A	N/A	N/A	N/A	N/A

Rabobank

Rabobank Group is an international financial services provider operating on the basis of cooperative principles. It offers retail banking, wholesale banking, asset management, leasing and real estate services. Overall, Rabobank Group has 59,000 employees (in fte's), who serve about 9.5 million clients in 48 countries.

Source: Rabobank

*Offerings for week of 7/12/10 to 7/19/10. Cutoff 12:00 PM EST

AMOUNT(000)	RATING	COUPON	DESCRIPTION	MATURITY	PRICE	YTM / YTC
1,000	AAA	2.000	*RABOBANK NOTES– N/C	01/15/14	100.00	2.00
1,000	A2	N/A	N/A	N/A	N/A	N/A
1,000	A2	N/A	N/A	N/A	N/A	N/A



FED WATCH

The Big Number

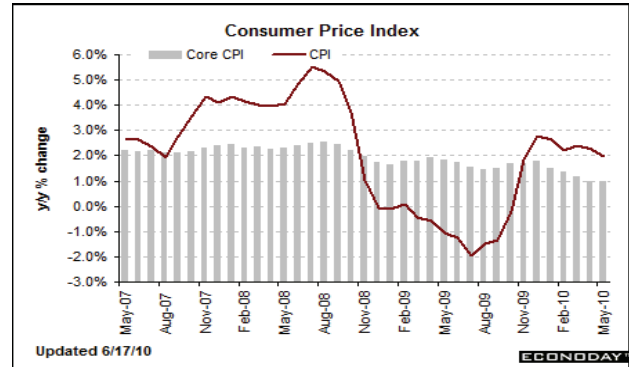
CPI – Consumer Price Index (June)

Definition: Econoday – “The Consumer Price Index is a measure of the average price level of a fixed basket of goods and services purchased by consumers. Monthly changes in the CPI represent the rate of inflation.”

Summary: “The consumer price index has been negative two months in a row thanks to energy declines. In May, overall CPI inflation declined 0.2 percent, following a 0.1 percent dip in April. Excluding food and energy, CPI inflation rose 0.1 percent, following no change in both March and April. Helping to keep the core rate soft was no change in the owners’ equivalent rent subcomponents. This series has either been flat or negative for several months. Looking ahead, seasonally soft gasoline prices should keep the headline number on its recent downtrend.”

CPI - M/M Consensus Change: **-0.1 %**

Source: Econoday



Economic Chartbook

Source: American Century

Major Economic Indicators	When	Tells
Non-Farm Payrolls	Monthly – 1st Friday	Shows how many jobs were created in the last month
Unemployment Rate	Monthly – 1st Friday	This indicator is considered a wage inflation barometer
ECI – Employment Cost Index	Quarterly	This indicator measures wage increases
CPI – Consumer Price Index	Monthly – 15th to 21st	Considered the most important measure of U.S. Inflation
PPI – Producer Price Index	Monthly – 9th to 16th	Measures wholesale inflation. Tracks 3,500 commodities
ISM Index	Monthly – 1st Bus. Day	Survey of 250 purchasing managers for economic trends
GDP – Gross Domestic Product	Quarterly / Monthly Update	Most important broad indicator of economic growth
Retail Sales	Monthly – 11th to 14th	Measures consumer spending which is two-thirds of GDP
Consumer Confidence	Monthly – Last Tuesday	Survey of 5,000 households to gauge consumer spending
LEI – Leading Economic Indicators	Monthly	Composite of 12 economic indicators to forecast economy

Weekly Calendar

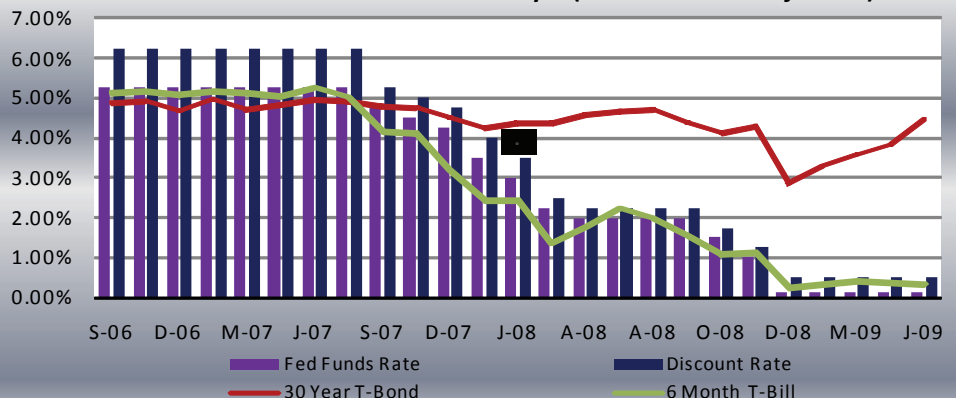
Weekly Economic Calendar July 13 – July 19

- Tuesday:** May Int Trade, June Treasury Bgt
- Wednesday:** June Retail Sales, May Bus Inv
- Thursday:** June PPI – Producer Price Index, Ind. Production, July Phil. Fed
- Friday:** June CPI – Consumer Price Index
- Monday:** Weekly T-Bill Auction

**The Next FOMC Meeting is
August 10, 2010**

Source: FOMC / Lioninc.com

Federal Reserve 3-Year History (Current Risk - Deflation)



For illustration purposes only. Past performance is no indication of future results. Source: FOMC



RESEARCH CENTER

The Cost of Waiting:

If you are waiting for interest rates to rise before considering a fixed-income investment, you run the risk that rates fall and the opportunity to lock-in current levels is lost; or that rates do rise, but not high enough (or soon enough) to offset potential income sacrificed during the waiting period.

Source: InCapital

This Week's Example

*Investors Sample
Money Market Yield

.210%

**Current 2 Yr. FDIC
Brokered CD Yield

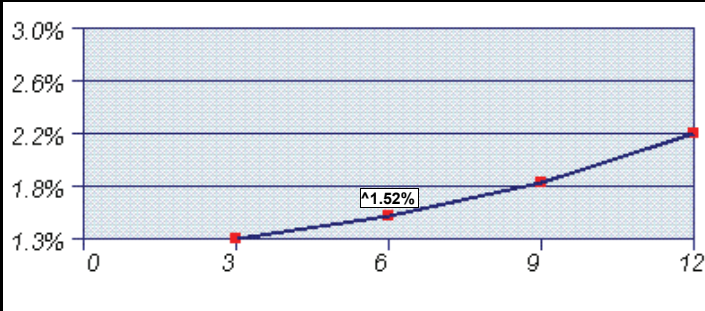
1.250%

Calculator

Source: InCapital

Step 1:	If You Wait	Required Yield
Compare the yield you can "lock-in" by investing today to what you might earn if you choose to wait. Current 2-Year Brokered CD Yield – 1.250%.	3 Months	1.340%
	***6 Months	1.520%
	9 Months	1.780%
	12 Months	2.170%
Step 2: Find the yield you must achieve in the future, simply to break even with what you can lock-in today.	N/A	N/A
	N/A	N/A
	N/A	N/A
	N/A	N/A
	N/A	N/A
	N/A	N/A

BREAK EVEN YIELD CHART



*The purpose of providing a hypothetical Money Market yield is to help illustrate the percentage spread lost between sitting in "cash" and/or a Money Market Fund and "locking-in" a longer-term rate, such as a 2 Yr. Brokered CD Yield. Each investor's actual Money Market return will vary. ***This graph shows that if an investor were to wait ^6 months to invest, they would need to be able to "lock in" a return of ^1.52% for the remaining 1 1/2 years in order to match the 1.25% available today. *The Sample Money Market Yield is taken from the published rate in the Wall Street Journal, as of the date of this publication. Each investors Money Market yields will vary and may be higher or lower.

**The Cost of Waiting calculation is based on a FDIC Insured Brokered CD from Key Bank - 5.25% due 6/26/12, as of 7/12/10. For illustration purposes only. Past performance is no guarantee of future results. Investors should consult their investment professional before making any investment decisions. This CD is subject to price change and availability.

‡FDIC Insurance:

For the first time in 25 years, beginning April 1, 2006, Congress has raised the FDIC Insurance Coverage on certain kinds of retirement accounts. This additional coverage increases the FDIC Insurance from \$100,000 to \$250,000 per account, for each separate FDIC insured institution.

In addition, in response to recent economic turmoil, the FDIC has temporarily increased ALL basic account coverage up to \$250,000. This is effective beginning October 3, 2008 through December 31, 2013. On January 1, 2014 the coverage will go back to \$100,000.

Source: FDIC

**FDIC Insurance Coverage Summary (Per Qualified Account)

‡New \$250,000 Coverage

Traditional IRAs

Roth IRAs

Self-Directed Keogh Accounts

"457 Plan" Accounts for State & Govt. Employees

Self Directed Employer-Sponsored 401(K) Accounts

**FDIC Insurance only applies to deposits, not investments

‡Temporary Basic \$250,000 Coverage

Individual Accounts

Individual's Share of Joint Accounts Up to \$250,000

Business Accounts

Checking & Savings Accounts

Individual's Share of Employer-Sponsored Pension

Trust Accounts – \$250,000 Per Beneficiary

All offerings are available as of 7/12/2010 and are subject to price change and availability. This information is obtained from internal and external sources which are believed to be reliable, however, no guarantee of its accuracy can be made. Neither the information nor any opinion that may be expressed constitutes a solicitation for the purchase or sale of any security referred to herein. This firm does not make a market in any of the securities listed throughout this report.

- For certain investors, the income from bonds designated "AMT" may be subject to the Alternative Minimum Tax.
- Discount bonds may be subject to capital gains tax.
- Minimum purchase amounts may apply.
- Not all municipal bonds are free from both state and federal taxes.
- If bonds are insured, no representation is made as to the insurer's ability to meet its commitments.
- Insurance does not remove market, credit, safety and/or interest rate risk.
- All bond ratings are from S&P or Moody and may be under review for possible downgrade. Bond ratings relate to credit worthiness and are not indicative of market risk. Investors should note that time-lags may occur between when a rating agency adjusts a credit rating and when this information is disseminated.
- Bond offering yields include calculations which are the lower of the yield to maturity or the yield to call.

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Certificates of Deposits:

‡All CDs are **FDIC Insured** from \$100,000 to \$250,000

‡For complete details, please see reference table on previous page.



*Annual Percentage Yield / **Not available in all states / ^If held to maturity.

AMT(000)	PAYS	COUPON	DESCRIPTION	MATURITY	PRICE	*APY
1,000	@ MAT	.250	**STATE BANK INDIA NY- N/C	11/16/10	100.00	.25
1,000	@ MAT	.500	**WILMINGTON TRUST COMPANY- N/C	01/21/11	100.00	.50
1,000	@ MAT	.600	**WILMINGTON TRUST COMPANY- N/C	04/21/11	100.00	.60
1,000	MONTHLY	1.200	**DORAL BANK PR- N/C	07/16/12	100.00	1.20
1,000	MONTHLY	2.000	**CITIZENS BANK- CALL 10/10	12/16/13	100.00	2.00 / 2.00
1,000	MONTHLY	2.850	**SCB BANK- CALL 07/11	07/12/16	100.00	2.85 / 2.85
1,000	MONTHLY	3.000	**DORAL BANK- N/C	07/14/17	100.00	3.00
1,000	SEMI	3.500	**FIRST BUSINESS BK- CALL 07/12	07/28/25	100.00	3.50 / 3.50
1,000	SEMI	4.350	**BANK HAPOALIM- CALL 07/11	07/30/40	100.00	4.35 / 4.35

All offerings as of 7/12/10 and are subject to price change and availability. All CD offerings are held in book entry. Custodian holds a receipt. Zero coupon CD's have an accreted balance. To determine this balance the original rate and the dated date are provided when purchased. Price invested may be above or below this accreted balance. The FDIC only insures up to the accreted balances. All deposits may be subject to early liquidation per FDIC rules and regulations. Term is not guaranteed.

Under certain market conditions as when falling interest rates would cause the CD to trade at a premium in the secondary market, the issuer will likely exercise its call option, as it can obtain deposits at lower interest rates. In addition, Brokered CDs may carry interest rate, market and principal risk. Brokered CDs may be subject to transaction costs not associated with bank CDs. Due to fluctuating market conditions, yield/principal value may be higher or lower if security is sold prior to maturity.

CD Investment Focus



*Bank Hapoalim

Callable CD

.A leading underwriter of FDIC insured Brokered CDs, issued this offering.

- This FDIC insured Brokered CD pays semi-annual interest and is callable 7/30/11 at par. *It is restricted for sale in MT & TX.
- **If it is held to maturity and not called, it has an APY of 4.350%.
- This security will fluctuate in value and if sold prior to maturity may be worth more or less than the original cost.

Investment Data

(All transactions settle 7/30/10)

Amount:	1,000,000
Coupons:	4.350%
Maturity Date:	07/30/2040
Call Date:	7/30/11
Price:	100.00
**APY:	4.350%
YTC:	4.350%



Question of the Week

FIRST MIDWEST SECURITIES, Inc.

Corporate Office

207 W. Jefferson Street, Suite 102

Bloomington, Illinois 61701

(800) 662-8452

Member - FINRA, SIPC, MSRB

Q. I frequently hear the word "Par" when talking about bonds. What does it mean?

A.. "Par" is a term used in the fixed-income markets, which means the full face value of a bond at maturity. "Par," in most cases, is 100 or \$1,000 per bond.

Once issued, most bonds trade in the secondary market at either a discount or premium to "Par." This means that investors are paying more or less than the full face value of the bond at maturity. When comparing bonds that are priced at a discount or premium, investors may want to use the YTM or Yield-to-Maturity for evaluation.

Source: TYR