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BUSINESS TIMES

PROUDLY SERVING SANTA BARBARA, VENTURA AND SAN LUIS OBISPO COUNTIES \$1.50

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WEEK IN REVIEW

Accolades for Orfalea's firm

Money Manager Review gave high marks to Ventura-based West Coast Asset Management for its one-year and three-year returns, the company announced June 10.

Money Manager said that in West Coast's class, the firm ranked second for one-year performance through the first quarter of 2005, posting a 22 percent return. For the three-year period through the first quarter of 2005, West Coast ranked fourth according to Money Manager, with a 13.8 percent return. The company ranked the highest on both lists among firms that have their returns audited.

Kinko's founder Paul Orfalea started the firm in 2000 with partner Lance Helfert.

It now manages \$325 million and has clients in 10 states, with a \$100,000 minimum to invest.

WCAM NOTE: MMR Rankings for US Equity Multi-Cap Blend Managers

Paul Orfalea FOUNDER KINKO'S, WEST COAST ASSET MANAGEMENT



Paul Orfalea is one of the tri-county region's entrepreneurial legends. In 1970, he opened the first Kinko's copy shop near the University of California, Santa Barbara. When he retired from the company 30 years later, it was the largest chain of its kind in the world.

Under Orfalea's leadership, Kinko's was routinely named one of America's best companies to work for. He sold the company in 2000 to an investment firm, which moved it from Ventura to Dallas. It is now owned by FedEx and has 1,200 stores worldwide.

Orfalea has left Kinko's behind, but he hasn't slowed down. In 2001, he co-founded West Coast Asset Management, a Ventura investment firm. West Coast Asset Management reported \$309 million in assets and returns of 26.5 percent for 2004.

Through the Orfalea Family Foundation, Orfalea is one of the region's leading philanthropists. His \$15 million donation to California Polytechnic State University, San Luis Obispo led the university to name its business school after him, and he is also a major donor to UCSB.

Orfalea teaches at UCSB, the University of Southern California, UC Davis and other colleges. In the fall, he will release his autobiography, "Copy This!: Lessons from a Hyperactive Dyslexic who Turned a Bright Idea into one of America's Best Companies."



WEST COAST ASSET MANAGEMENT, INC.