



Rubenstein Investor Relations

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TARGETING KEY AUDIENCES

A company's primary audience is no longer the professional investment community and journalists and producers. At Rubenstein, we clearly define target audiences, such as funds and institutional investors. We are experts at developing financial community outreach programs and will identify and contact those pre-qualified investors that are most appropriate for a client in order to meet their communication objectives. We follow targeting procedures:

- Identify current shareholder base
- Identify companies that are industry specific to client
- List institutional holdings for comparable companies
- Identify industry specific asset managers, funds, and analysts
- Capitalize on all electronic data resources for sector targeting (Bloomberg, Reuters, Internet search engines)

Every company faces a unique set of challenges. With thousands of publicly held companies increasingly vying for attention from analysts, institutions, and portfolio managers, it is crucial for a public company to gain recognition for its distinctive characteristics and growth potential. Consistent daily liquidity is essential for attracting attention of serious, long-term shareholders who provide a foundation for growth. Increased liquidity and share price, allow a company to use its shares as a financial tool for acquisitions, employee retention, partnerships, shareholders, and leverage.

Every message release by a publicly traded company must succeed in accomplishing one, or all, of the following:

- Build trading volume
- Produce sales of products or services
- Help originate partnerships

Rubenstein Investor Relations (RIR) has a boutique approach to investor relations. We provide our clients with a truly effective program that successfully conveys a corporation's story to a broad audience, achieving comprehensive results within the retail, analyst, banking, and institutional investment community. We analyze each client's needs individually. Our recommendations and emphasis are dictated by market conditions, the company's performance compared to that of comparable companies, and the ability of management to communicate their message effectively to the investment community.

COLLATERAL MATERIALS

The first step to a successful IR campaign is crafting a corporate message. Companies frequently seek IR services at extreme inflection points: great results to report or major issues whether financially or technologically. Whatever the circumstance, good or bad, our approach is the same. We believe in providing the investment community, including professional fund managers, potential partners and customers, media-at-large, employees, shareholders, brokers, and other individuals, with clear, concise, informative, and simple answers.

The key to this process is the accumulation of compelling collateral materials, which include a corporate face sheet, product information, current SEC filings, and recent press releases. Additional materials designed to advance the company's message will be prepared by Rubenstein Investor Relations. We work closely with senior management and counsel in creating or editing these materials to see that they meet the qualifications of the SEC and the favorable recognition of our clients.

Press releases addressing material and non material corporate events. With proper attention to the details, unfavorable news can be released in a manner that minimizes the impact in the media and on the clients' market value.



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ROAD SHOWS AND MORE

Rubenstein is a relationship driven firm. Meetings with the financial community are an essential component in updating and retaining current shareholders and attracting new investors. Our strategy is basic and it works.

- Identify the audience
- Deliver concise corporate message to attract investor attention
- Secure face-to-face appointments for management
- Follow-up after each investor meeting

Our pre-qualified audiences, including institutional investors, analysts and fund managers of the same or similar industries and range of market capitalization, are located in all major financial centers; such as, New York, Boston, Chicago, and San Francisco. We provide comprehensive follow-up after each meeting by contacting attendees to determine their level of interest and ensuring they receive requested and useful material. In addition, we provide client companies with a written report, which serves as a basis for improving or adapting corporate presentations and materials. It is important for any company to hold meetings at least quarterly in major financial markets to keep the investment community abreast of its financial progress, performance, and strategy. The more investors learn about your company, the more we can provide our clients with positive results.

Today's investors regularly browse the internet to learn about attractive investment opportunities and hot new companies. We maintain a listing of financial websites, online web casting services and electronic newsletters that can play an important role in communicating our clients' stories. Our internet-related services are an integral part of the overall IR strategy. We work to ensure that not only our client's web sites are visible to search engines; but we monitor news groups, chat lines, and industry related blogs. These are all critical activities for keeping informed with our clients' industries while protecting and enhancing brand and corporate image.

CAPITAL MARKET ACCESS

The microcap and smallcap marketplace constitute a prime focus for funding institutions. RIR has years of experience in analyzing these funding sources and has helped clients identify the banking institution or broker/dealer who can provide the best results for capital needs. We help our clients find strategic partners for various financing ventures and offer continued involvement during the formation of these alliances.

Our database includes a broad range of institutions, investment bankers, and funds all ranked by size and defined by sector specialty making our targeting process highly efficient. Financial institutions funding vehicles may include: secondary/follow-on offerings, private placements, hybrid equity/debt financings, venture capital, IPOs and reverse mergers into public shells.



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CRISIS COMMUNICATION

Any effective investor relations program must offer a crisis communication plan. We are equipped to offer support during corporate governance issues, proxy fights, shareholder proposals, etc. Our staff members have experience handling crisis situations, helping position client companies in the best possible light. A company must be prepared for unforeseen events and the response to material developments must be in a timely matter and accurate. Our greatest asset to our clients lies in our efforts to prevent an adverse situation from arising. RIR prepares for a crisis.

- Know corporate counsel
- List all corporate officers and contact information
- List all Board of Directors and contact information
- Identify spokesperson
- Outline a crisis plan

When a crisis arises we are prepared.

- Evaluate the situation
- Develop a corporate message
- Review message with counsel
- Deliver message to spokesperson
- Address public market in accordance with SEC regulations
- Be prepared for public reaction including questions and comments

The retail market has changed dramatically with the start of the internet, electronic trading and an explosion of financial related websites. Fewer customers are seeking retail broker support. However, we have identified a select group of broker dealers whose experienced staff seeks new investment ideas that are well packaged and can be easily understood by their clientele. Our dedicated team conveys our clients' corporate stories through our BrokerNetwork program. This program is extremely effective for our small cap clients that have difficulty attracting attention from Wall Street. Through these financial community relationships we have developed, we introduce clients to an influential audience who may provide support and interest in the company.

MEDIA RELATIONS

Through our affiliation with Rubenstein Public Relations, our clients have the ability to contract for additional media services. Our media relations efforts enhances the investor relations services we offer by helping convey our client's corporate story and gaining recognition within the financial community. We have access to a talented pool of media experts who begin media campaigns in concert with specific goals established for each client. Our media group has an outstanding record of feature and news placements in local, national, and international outlets, which are contacted on a regular basis. Our media staff is results-driven and our performance is unparalleled. We approach the business and financial media by communicating a consistent and compelling story that generates coverage, which in turn enhances our other efforts. We have formed relationships with reporters, feature writers, and columnists, virtually assuring media exposure. As the investment community becomes acquainted with a client, they are more likely to invest in their securities, boosting liquidity and enhancing market valuation. Media capabilities:

- Consistent dissemination of information to solicit interest from targeted investors
- Aggressive pitching to wire services and financial media outlets