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**One question we are almost always asked is: "What kind of firm are you?" which usually means what segments of the financial community do we service.**

**IRC is one consulting firm that has been successful in this business long enough to have traveled in all financial community circles in this nation and several key countries abroad. That means whatever type of investor a company needs to approach IRC can get the job done. That ability gives us the basis for recommending what the client needs, not just "what we can do."**

**There are consulting firms that just cover institutions or just retail. IRC covers any sector you might need.**

*"With IRC, we have a comprehensive investor relations program with quality communications targeted to new & existing investors."*

*Bill Donius, Chairman & CEO,  
Pulaski Financial (Nasdaq:PULB)*

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**We have provided leadership in investor relations through our popular text books and speeches. Teaching top-level investor relations is a worthwhile endeavor. However, equally satisfying is to put into practice for our clients what we have learned during the past 22 years for IRC and 36 years for our principal.**

**Investor relations and the financial community are changing rapidly to better deal with new realities of financial life. Sarbanes-Oxley and regulation FD are two of the major developments in the past several years. These changes bring with them new opportunities for IR firms that can keep you in front of the curve.**

**Let us help do it right. We understand the issues of the day and can be an important team member in assisting your company to cultivate its next level of investors.**

**It all begins with a viable strategy.**

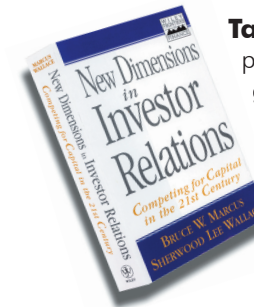


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**Providing leading-edge strategic investor relations and financial communications services to our clients for 22 years**



**Tap into investor relations** pioneer Woody Wallace's strategies and techniques, including using marketing to increase IR's ROI. Utilizing effective positioning, communications techniques & integrated marketing/branding platforms, we create activities targeted to the 21<sup>st</sup> century investor.

**Our programs choose from virtually the full range of investor relations practice, from strategic insights through optimal positioning through most appropriate communications and investor contacts.**

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## We wrote the book

Increasing shareholder value—the major role of investor relations—has become more complex in the past 15 years, as the competition for capital in a rapidly changing financial marketplace becomes more intense.

Today's public company functions in a world affected by an extraordinary number of new factors, including awesome technology, growing internationalism, new financial instruments, vast institutional funds, research analyst contraction, investor distrust, and more.

This new business context has altered the practice of investor relations. The Investor Relations Company offers an up-to-date, comprehensive, and practical approach with the latest practices in the field to help you compete in the capital markets and maximize the value of your company in the marketplace.

*Sherwood Lee Wallace,  
IRC chairman & co-author of industry best seller  
New Dimensions In Investor Relations*

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## Research/Knowledge

The Investor Relations Company brings to each new assignment considerable experience and a differentiated approach for corporations in a very wide range of industries from medical to pharmaceutical to technology to banking to energy to retail to manufacturing to real estate, just to cite some examples. Our in-depth experience in positioning, messaging, targeting and financial branding fits the capabilities profile of a true consultant. This knowledge base is a great advantage. It means we usually get up to speed more quickly and completely on what needs to be learned about your company, its industry, and how macroeconomics affects both. It also means we usually have worthwhile contacts in the financial community that can provide near term support while we complete our targeting and initiate a multi-dimensional program.

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## We take the time

Based on Mr. Wallace's 36 years experience for just about any kind of company, IRC will understand your business and help you deal with strategic issues and investor misconceptions. We can help structure your story for maximum investor appeal—the keystone for any IR efforts on your behalf. Then we can help you deliver your key messages across appropriate segments of investor and media audiences, making sure to maintain the consistency necessary to help you achieve integrated communications goals.

Inherent in each of our clients' programs are:

- Analysis of value drivers
- Strategic positioning
- Communicate compelling advantages
- Communicate improvement opportunities
- Interface with highest potential investors
- Provide feedback on investor views & actions
- Complement messages to other markets

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## MORE THAN 50 CITIES WHERE IRC CAN REPRESENT YOU

While you might expect it of the IR giants, few small firms cover as many markets. We have contacts in these cities stretching back 10 to 35 years. That's coverage! Our relationships tend to be with senior investors.

### A cities

New York  
Atlanta Area  
Boston  
Philadelphia  
Grand Rapids  
Chicago Area  
Milwaukee  
Minneapolis-St. Paul  
St. Louis-Clayton  
Beverly Hills  
San Francisco  
Dallas  
Houston  
Los Angeles  
London

### B cities

Allentown, PA  
Baltimore  
Denver  
Detroit  
Hartford  
Oakland  
Cleveland  
Indianapolis  
Pittsburgh  
Englewood, CO  
Salt Lake City  
Kansas City  
Phoenix-Scottsdale  
San Diego  
Toronto

### C cities

Smaller MI Cities  
Las Vegas  
Portland  
Florida Cities  
Cincinnati  
Omaha - Lincoln  
Raleigh, NC  
Charlotte, NC  
Louisville, KY  
Nashville  
New Orleans  
Toledo  
San Antonio  
Seattle  
Vancouver  
Oklahoma City  
Austin  
Tucson  
Ft. Worth  
Washington DC