

Standing out from the rest is easier
when you're standing right in front of them

That's what IRC streetwork is all about

What an investor sees: email, email, email, email, email, internet search, email, email, email, memos, memos, memos, tables, tables, tables, numbers, numbers, numbers, numbers, fax, fax, email, email, email, email, email, email, email, email, blog, blog, blog, **Email**, reports, reports, blog, blog, blog, blog, blog, blog, blog, blog, blog, form letters, form letters, form letters, numbers, numbers, numbers, website, website, memos, email, email, email, email, memos, email, email, email, tables, tables, email, email, email, charts, charts, charts, website, website, website, reports, reports, blog, blog, blog, blog, blog, blog, blog, email, email, email, email, email, website, website, website, website, website, website, website, graphs, graphs, email, email, email, email, email, **A PHONE CALL**, graphs, graphs, graphs, papers, papers, email, email, email, email, website, website, website, email, email, email, papers, papers, papers, email, email, email, memos, memos, tables, tables, tables, numbers, numbers, numbers, numbers, blog, blog, blog, blog, blog, blog, blog, blog, blog, reports, letters, website, website, website, website, email, email, email, email, numbers, numbers, numbers, numbers, email, email, email, email, email, website, website, website, website, website, website, website, charts, reports, reports, email, **AN ACTUAL HUMAN BEING**, email, email, email, email, reports, reports, reports, reports, letters, letters, blog, blog, blog, blog, blog, blog, blog, blog, blog, blog, graphs, graphs, graphs, graphs, email, email, email, papers, papers, papers, fax, fax, email, email, email, email, website, website, website, email, email, email, tables, tables, tables, numbers, numbers, numbers, numbers, fax, email, email, email, email, internet search, internet search, internet search, internet search, internet search, internet search, website, website, website, numbers, numbers, numbers, numbers, memos, memos, email, email, email, charts, charts, email, email, email, email, email, **A PRESENTATION**, internet search, internet search, internet search, internet search, internet search, internet search, papers, papers, papers, papers, email, email, email, email, email, email, email, email, papers, papers, papers, email, email, email, email, website, website, website, website, website, website, website, website, email, email, email, reports, reports, reports, blog, blog, blog, blog, blog, blog, blog, blog, blog, blog, blog, blog, email, email, email, email, email, email, **A MEETING WITH COMPANY MANAGEMENT**, blog, blog, blog, blog, blog, blog, blog, blog, blog, blog, blog, blog, blog, blog, blog, blog, blog, blog, blog, graphs, graphs, graphs, graphs, website, website, website, website, email, email, email, website, website, website, email, email, email, internet search, internet search, internet search, internet search, internet search, internet search, internet search, internet search, internet search, email, email, email, email, email, email, form letters, form letters, form letters, graphs, website, website, website, website, email, email, email, blog, blog, blog, blog, blog, blog, blog, blog, blog, email, email, reports, reports **MAYBE I SHOULD TAKE A CLOSER LOOK AT THAT COMPANY**, internet search, internet search, internet search, internet search, internet search, internet search, internet search, numbers, numbers, numbers, numbers, memos, reports, reports, reports, reports, email, email

And then the investor begins to follow your company.....



IRC Street Contact Does the Complete Job

Personal Briefings

Institutional Contacts

Money Manager Contacts

Analyst Contacts

Broker Contacts

Trader Contacts

EMail Marketing

Management Presentations

Group Meetings

Private Meetings

Meeting Days

Investor Day at Company

Conferences

Brokerage Office Meetings

Teleconferences

Preparations

Presentation

Audience

Soft Information Important

What is it

Why important

How to include it

Marketing Continuum for Investor Follow-up

PAY FOR A LOCAL FIRM, GET NATIONAL COVERAGE

While email can go anywhere, personal contact actually within a city is not so easy. It greatly helps to know people.

Our relationships tend to be with the more important investors and opinion leaders, not just those spending time in the investment business. Our contacts may change firms from time-to-time, but they are life-long investment professionals.

We only ask one thing of them: "Don't do us any favors!" We don't want them to say they're interested or meet with someone when they are not interested in that company as a possible investment. And if they are interested and our management "proves its case" we would expect them to invest or actively follow the company. While we love what we do, we are not in this just for fun.

National Cities

New York
Los Angeles
Beverly Hills
Atlanta
Chicago Area
Philadelphia
St. Louis-Clayton
Boston (heavy institutional)
Minneapolis-St. Paul
Milwaukee
San Francisco
London
Edinburgh

Regional Cities

Allentown, PA
Baltimore
Denver
Detroit-Southfield
Oakland
Englewood, CO
Salt Lake City
Phoenix-Scottsdale
San Diego
Toronto
Washington D.C.
Houston
Geneva
Zurich

Local Cities

Florida Cities
Cleveland
Indianapolis
Pittsburgh
Cincinnati
Kansas City
Louisville, KY
Seattle
Vancouver
Austin
Ft. Worth
Portland

* Meetings may be arranged in additional markets even though IRC may not regularly deal with investors in those cities.



THE INVESTOR RELATIONS COMPANY

500 N. Michigan Avenue
Suite 820
Chicago, IL 60611
Tel: 312-245-2700
Fax: 312-245-2766

email: tirc@tirc.com
Web: www.tirc.com

investor relations
financial branding
financial media

corporate communications
financial communications
integrated communications