



*Corporate Strategic Investor Relations*

# About Us – The CSIR Group

- Headquartered in New York City
- Focused on emerging market and market-leading small and mid-cap companies
- U.S. and International practice:
  - ◆ Multilingual professionals on staff, fluent in:
    - Mandarin
    - Cantonese
    - Hebrew
    - French
    - Spanish
    - German (proficient)
- Integrated in-house and external IR approach
- Client-focused, customized IR programs managed by senior IR professionals
- Specialized, small and elite



# About Us – The CSIR Group

## Stacey A Yonkus Principal

Prior to the CSIR Group, Ms. Yonkus led the investor relations department of Asbury Automotive Group; a NYSE listed Fortune-400 company. Ms. Yonkus joined the Company just after its 2002 initial public offering, and worked directly with senior management to develop a world-class investor relations program which has raised Asbury's profile within the investment community. During her tenure, the Company raised a combined \$600 million in three post-IPO bond deals, had four successful secondary offerings, and one convertible note offering.

Prior to joining Asbury, Ms. Yonkus was the investor relations director for Globix Corporation, a publicly traded Internet infrastructure company. Prior to Globix, Ms. Yonkus established and ran the IR function at Donna Karan International, formally a NYSE listed company, until the Company was acquired by LVMH. Prior to Donna Karan, Ms. Yonkus spent several years with Thomson Financial where she assisted many publicly traded companies with their investor relation initiatives. Her clientele included such high-profile companies as 3Com, Oracle and Sun Microsystems.

Prior to being involved in the investor relations field, Ms. Yonkus spent several years in the investment arena as a retail stockbroker. Ms. Yonkus holds a bachelors degree in Economics from the State University of New York.



# About Us – The CSIR Group

## Christine J Petraglia Principal

Ms. Petraglia has 18 years of financial services experience in client relations, sales, marketing and investor relations. As a Principal of CSIR, Christine leverages her investment community contacts to increase clients' visibility with their respective investment audiences.

Prior to founding CSIR, Ms. Petraglia was President of Seventh Circle Consulting, a NYC based Investor Relations firm and also served as Managing Director of Sky Investor Relations, a NYC and London based company. She also spent nearly two years at the New York Stock Exchange as the Director of Client Services, working daily with top management of NYSE listed companies, where her responsibilities included Sarbanes-Oxley compliance, marketing, account management and listed-company services. Other positions prior to the NYSE were with leading wire houses and investment management firms including PIMCO/Oppenheimer Capital, Prudential Securities and Nuveen Investments; her contributions lead to the launch of new investment products, a \$2 billion increase in managed assets, and international expansion.

Ms. Petraglia holds a B.S. in Business, majoring both in Management and Finance, from CUNY Staten Island and holds FINRA Series 7 and 63 licenses.

Christine's community network includes 5000+ contacts worldwide including, investment banks, portfolio managers, funds and private investors.

# Broad Industry Expertise

- Consumer Products
- Internet Services
- Wireless Services
- Retail
- Automotive
- Transportation
- Homeland Security/Defense
- Healthcare
- Medical Devices
- Energy
- Pharmaceutical
- Technology
- Gaming/Entertainment
- Food/Restaurant

# The CSIR Personalized Approach

Your account will be led by CSIR's Principals –  
Stacey Yonkus and Christine Petraglia will direct all IR  
program initiatives with:

- Christine as the lead market intelligence specialist responsible for day-to-day investor outreach, buy and sell-side targeting, road show meeting and conference coordination.
- Stacey as the lead communications strategist responsible for developing and executing the overall communications strategy, IR program objectives and message development.

# Our Goals

- Raise visibility within the investment community
- Create and execute a clear, cohesive communications strategy
- Enhance our clients' credibility in the capital markets
- Reduce stock price volatility and improve liquidity
- Improve quality of shareholder base
- Increase analyst outreach
- Build shareholder value
- Improve company's access to capital markets

# Our IR Program

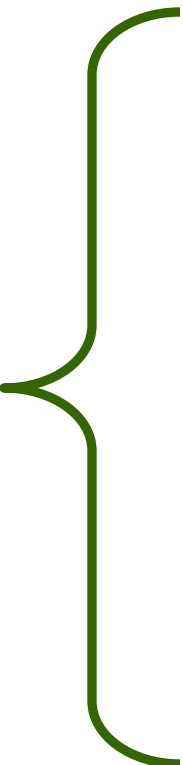
Actionable  
Insight

Effective  
Communications

Strategic  
Introductions

# Actionable Insight

## *Strategy*

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- A large, green, curly bracket on the left side of the slide, grouping the five bullet points under the "Strategy" heading.
- Corporate messaging and branding
  - Implementing IR “best practices”
  - IR “boot camp” for newly public companies
  - Outline and execute overall IR plan
  - Strategic counseling on M&A and financing transactions

# Effective Communications

## *Communications*

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- A large, green, stylized bracket graphic that groups the list of communication activities. It starts from the left side of the list and curves around to the right, pointing towards the word "Communications" on the left.
- Development of investor marketing materials
  - Financial press releases and quarterly earnings calls
  - Investor presentations
  - IR web site content
  - Annual reports
  - Company fact sheets
  - Reg FD disclosure practices
  - Crisis communications

# Strategic Introductions

## *Marketing*

- Targeting both institutional and retail investors
- Conference targeting
- Investor road shows
- Buy and sell-side analyst targeting
- Investor perception studies
- Professional introductions

# Our Competitive Advantages

- A comprehensive approach to IR
  - ◆ Working with a group that becomes an extension of your management team
    - Practiced professionals who have led and established internal IR programs for large public companies
- Senior team access
  - ◆ Every client program is led by our principals - your account is not run by a junior account executive
- Established relationships
  - ◆ Leverage the long-standing, established relationships our principals have in the investment community
- Small and elite
  - ◆ We maintain a small group of quality companies so each client receives individual attention from our principals

# Representative Client List

- Donna Karan International
- Asbury Automotive Group (NYSE: ABG)
- Theragenics (NYSE: TGX)
- SPO Medical (OTCBB: SPOM)
- NAPCO Security Systems (NASDAQ: NSSC)
- Stellar Pharmaceuticals (OTCBB: SLXCF)
- The Amacore Group (OTCBB: ACGI)
- Linktone (NASDAQ: LTON) \*
- Sohu.com (NASDAQ: SOHU)\*
- Netease.com (NASDAQ: NTES)\*

\* Worked with company on consulting basis.

