

CARMICHAEL LYNCH SPONG

110 North Fifth Street
Minneapolis, MN 55403
612/375-8500
doug.sponge@clynch.com
www.carmichaellynchspong.com

Douglas K. Spong, APR,
President

Jill Schmidt, Senior Principal

Through its Corporate Practice, Carmichael Lynch Spong helps clients protect and enhance their corporate reputations. The firm works with clients to define and manage their reputations both on an ongoing basis and in times of significant change in management, corporate governance, financial or economic cycles, and strategic direction.

With offices in Minneapolis, New York, Boston, Denver, San Francisco and Jackson Hole, the firm includes professionals with significant client-side corporate experience, as well as expertise in finance, law, print and broadcast journalism, public policy and community outreach.

Carmichael Lynch Spong provides communications counsel and support to companies in a wide range of industries including financial services, commercial/industrial, consumer products, health care, food, retail and automotive.

The firm's capabilities include corporate PR, investor relations, financial communications, mergers and acquisitions communications, crisis communications, issues management, strategic positioning, litigation and regulatory support, media relations, employee engagement and research.

Carmichael Lynch Spong is owned by the Interpublic Group of Cos.

THE CASTLE GROUP, INC.

38 Third Avenue
Boston, MA 02129
617/337-9500
info@thecastlegroup.com
www.thecastlegroup.com

Sandy Lish, Principal

**Mark O'Toole, Senior Vice
President**
Jason Newberg, Vice President

The Castle Group creates public relations campaigns that brand new financial services categories such as social lending, leverages trends and creates communications strategies that put our clients in the leadership spotlight.

Our extensive financial services industry knowledge and contacts, including strong relationships with both regional and national business press, and experience in traditional, online and social media, puts our clients in front of their key audiences. We build category ownership and expert positioning platforms to meet business goals.

Castle serves clients in these industry segments: financial institutions, global banking, mergers and acquisitions, investment banking, estate and retirement planning, charitable trusts, venture capital, foreign exchange, private banking, mutual funds, 529 Plans, student financial aid and lenders.

Client experience includes Virgin Money, Salem Five, MFS Investment Management, Federated Investors, Association for Corporate Growth and OppenheimerFunds.

The Castle Group, Inc. comprises full-service public relations and events divisions. An independent, women-owned business, the agency's service areas include strategic communications, media relations, events management and sales incentives. The Castle Group is a member of the exclusive Public Relations Global Network.

CJP COMMUNICATIONS

350 Fifth Avenue, Suite 3900
New York, NY 10118
www.cjpc.com

Jen Prosek, Managing Partner
Mark Kollar, Partner (Fin. Comms.)
**Tom Rozycki, Senior VP (Investor
Relations)**

CJP's Financial Communications and Investor Relations practices focus on driving tangible business results for our clients by making sure they reach the right audience with the right message at the right

time. We believe that building a profile demands tapping all available channels, from speaking engagements to publishing a book, and accessing every facet of our professional networks.

We take the long view, which means we work together with our clients to build profiles and manage reputations in a way that will add enduring value to the person, the company and the industry. Supported by a wide array of proven tactics aimed at delivering a clear set of messages to the media and Wall Street, our programs provide a platform for proper valuation.

CJP has been successful on behalf of its clients by consistently earning a seat at the table and being intimately involved in all aspects of their communications programs. Often, the counsel extends beyond communications into financial and operational matters, achieved through extensive knowledge of our clients' sectors of operation and financial acumen.

DUKAS PUBLIC RELATIONS

100 West 26th Street
New York, NY 10001
212/704-7385
richard@dukaspr.com
www.dukaspr.com

Richard Dukas, President & CEO

Dukas Public Relations (DPR), ranked among the fastest growing independent PR agencies in the world by *O'Dwyer's* for the past three years, has extensive financial and investment-related experience, as well as a track record of regularly securing publicity for its clients in all of the top-tier media including: *The Wall Street Journal*, *Barron's*, *Financial Times* and *CNBC*, as well as in leading trade outlets. DPR also provides its clients with a full suite of interactive PR services.

More than 60% of DPR's revenues come from the financial sector. The firm's clients include both emerging and multi-billion dollar hedge funds, as well as industry luminaries such as Nouriel Roubini (RGE Monitor), one of the world's foremost economists; and Michael Steinhardt, considered one of the greatest money managers ever.

DPR also represents investment banks, personal finance companies, asset and wealth managers, and professional services firms.

The agency's CEO, Richard Dukas, previously was the in-house director of corporate communications of a \$9 billion money management firm.

EDWARD HOWARD

1100 Superior Ave., Suite 1600
Cleveland, OH 44114
216/781-2400
www.edwardhoward.com

Kathleen Olbert, Chairman/CEO
Wayne Hill, President/COO
Patrick Gallagher, Senior VP, IR

Edward Howard has worked with numerous public companies to create and implement IR programs. Working with companies ranking in size from micro-cap to *Fortune* 500, the firm provides a full scope of IR services, including perception research, targeting, financial communications, media relations and strategic counsel.

Additionally it provides communications counsel to companies in special situations such as M&As, IPOs, management transitions, restructurings and Chapter 11 filings.

Edward Howard was one of the first firms to combine graphic design and IR under one roof. Over the years, the firm has produced hundreds of corporate annual reports. Its financial writers work in tandem with its graphic design team to produce printed and web-based annual reports, fact sheets and PowerPoint presentations.

G.S. SCHWARTZ & CO.

470 Park Ave. South
New York, NY 10016
212/725-4500
www.schwartz.com

Gerald Schwartz, President

G.S. Schwartz & Co. is a mid-sized, full-service firm with experience in all areas of IR for blue chip and small-cap companies in the U.S. Services include analyst / broker contact, annual / quarterly reports, timely disclosure, share-

Profiles of Financial and Investor Relations Firms

holder meetings, financial publicity and counseling for NYSE, AMEX and NASDAQ companies. It has also arranged introductions for private equity financing, public offerings and acquisitions and divestitures.

The firm is different from many others in two regards — successfully combining IR and PR programs, and creatively integrating new digital/social media strategies.

Schwartz executives have worked on Wall Street.

INTERMARKET COMMUNICATIONS

425 Madison Ave., #600
New York, NY 10017
212/888-6115
www.intermarket.com

Martin Mosbacher, CEO, Chairman
Andy Yemma, Managing Partner

Intermarket Communications is a full-service PR and marketing firm based in New York City. Intermarket provides customized client solutions using its experience and skill in communications consulting, media relations, marketing support and event planning.

Intermarket's focus is on clients whose products and services are used by the global trading and investment community. In recent years, Intermarket has concentrated on firms whose effective use of leading edge technologies provides a competitive advantage.

Intermarket's expertise in the area of complex financial products and services is reflected in its international client roster of leading financial institutions and companies. Clients include SWIFT, Russell Investment Group, Charles Schwab, Julius Baer and ICAP.

JOELE FRANK, WILKINSON BRIMMER KATCHER

140 East 45th Street
New York, NY 10017
212/355-4449
www.joelefrank.com

Joel Frank, Managing Partner

Joel Frank, Wilkinson Brimmer Katcher is widely regarded as one of the premier financial and corporate communications firms in the industry, providing strategic counsel for public and private companies in the areas of Corporate

Communications, Investor Relations, Transaction Communications and Crisis Communications.

Our Investor Relations practice helps publicly-traded companies communicate clearly and effectively with professional fund and portfolio managers, securities analysts, and the individuals who buy, sell and/or recommend securities.

Our Transaction Communications practice assists companies with communications for friendly acquisitions and mergers, unsolicited acquisition proposals, tender offers and proxy contests, as well as initial public offerings (IPOs) and spin-offs.

KREAB GAVIN ANDERSON

515 Madison Avenue
New York, NY 10022
212/515-1900
Fax: 212/515-1949
www.kreabgavinanderson.com

Richard J. Wolff, Managing Partner, North America

Kreab Gavin Anderson is a global communications advisory firm that helps clients solve complex, high stakes problems. Our strength lies in our broad experience and integrated approach, spanning the financial, corporate and public affairs arenas. Our clients are diverse — from startups to multinationals — but they share a common belief in the power of communication to make them successful.

Our people help clients navigate their most challenging issues, from financial transactions and investor issues to litigation and regulatory policy. And with operations in 25 countries and a “one-firm” culture, we offer a seamless level of service anywhere in the world.

LEVICK STRATEGIC COMMUNICATIONS

1900 M Street, NW, Suite 400
Washington, D.C., 20036
www.levick.com

Richard S. Levick, Esq., President & CEO

Michael W. Robinson, Senior Vice President, Practice Chair
Michael Konczal, Senior VP

Levick Strategic Comms. is a pioneer in global high-stakes communications for companies

facilitating financial uncertainties. The Firm provides public and privately-held clients with expertise in working with digital and traditional media; buy- and sell-side investors; the SEC and other regulators; and law enforcement. Our work encompasses Congressional investigations; shareholder and analyst communications; issues management; bankruptcy; and monetizing-liquidity events. The firm is a leader in specialized C-Suite communications providing durable positioning tools for CEOs and Board Members; internal communications; and communications with business partners. Key clients include Fortune 500 companies, diverse global enterprises, and an array of capital market participants. Michael W. Robinson, who chairs Levick's Corporate Practice, led communications and policy for the SEC, NASDAQ, and a leading investment bank. He also covered Wall Street for The New York Times. The Firm has been honored with multiple awards for investor relations, crisis management and communications, and legal/litigation communications.

MAKOVSKY + COMPANY

16 East 34th Street
New York, NY 10016
212/508-9600
Fax: 212/751-9710
www.makovsky.com

Makovsky + Company, founded 30 years ago, has become one of the nation's leading independent global public relations, investor relations and branding / interactive consultancies by adhering to its original vision: that specialization in key areas is the best way to build reputation, sales and fair valuation for the client. Our competitive edge is reflected in our brand energy line: “The Power of Specialized Thinking.”

Headquartered in New York, Makovsky has agency partners in more than 25 countries and in 37 US cities through IPREX, the second largest worldwide corporation of independent agencies, of which it is

a founder. Named to the 2009 *Inc.* 5000 list of America's fastest growing companies, Makovsky was also just named “PR Agency of the Year” by the American Business Awards and “Multispecialist Agency of the Year” by the *Holmes Report*. Other accolades include a full complement of Silver Anvils, Sabre Awards, IABC Awards, Creativity in Public Relations Awards, Big Apples and recognition by leading industry trade publications as one of the nation's leading B-2-B communication firms.

Makovsky + Company internal values — innovation, initiation, communication, collaboration, motivation and education — are about ensuring external value and realizing the firm's mission: smart people working in harmony to help our clients and the agency win. With a history of financial services clients in every major sector — from asset management and banking to credit cards, insurance and benefits consulting — Makovsky + Company has distinguished itself in an area where few of its peers have gained a foothold. Our professional staff brings the necessary experience, sophistication and creativity to this complicated and demanding environment. Our experience is so deep, in fact, that financial services technology providers in the areas of risk management, trust administration and securities trading retain us to handle their communications needs.

MWW GROUP

One Meadowlands Plaza
East Rutherford, NJ 07073
201/507-9500
www.mww.com

Michael Kempner, President / CEO
Claire Koeneman, President, Financial Relations Board, Midwest General Manager

MWW Group provides strategic counsel and integrated corporate and financial communications programs for both publicly traded and privately held companies across a multitude of situations and sectors. From merger communications to initial public offerings, restructurings to M&As, MWW Group has a proven track record implementing strategic communications campaigns that support business objectives and are responsive to the unique needs of internal and external stakeholders. Our success is predicated on the experience of

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MWW Group

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senior level counselors and proprietary methodologies that leverage the nexus of financial communications and investor relations, reputation management, influencer relations and crisis and employee communications to ensure continued productivity, stock performance and customer/brand loyalty through often volatile and uncertain circumstances.

NATIONAL INVESTOR RELATIONS INSTITUTE

8020 Towers Crescent Dr., Suite 250
Vienna, VA 22182
703/462-2204
mmcgough@niri.org
www.niri.org

Michael C. McGough, *Vice President, Marketing & Membership Development*

Founded in 1969, NIRI is the professional association of corporate officers and investor relations consultants responsible for communication among corporate management, shareholders, securities analysts and other financial community constituents. The largest professional investor relations association in the world, NIRI's more than 4,000 members represent 2,000 publicly held companies and \$5.4 trillion in stock market capitalization. Membership in NIRI entitles the investor relations professional to a wide range of benefits such as educational programs, publications and networking. For more information about the "graduate school" of investor relations, please contact NIRI's membership department at 703/506-3570, or visit www.niri.org.

PADILLA SPEER BEARDSLEY

1101 West River Parkway
Minneapolis, MN 55415
612/455-1700
www.psbpr.com

Marian Briggs, *Senior VP*
Al Galgano, *VP*

Rated highly by our clients for strategic counsel and client satisfaction,

Padilla Speer Beardsley is a multi-specialty communications firm with deep expertise in investor relations and corporate communications. We focus on the health care, technology, financial, manufacturing and consumer industries — from start ups and small-cap Nasdaq companies, to mature, NYSE-listed firms. We provide counsel ranging from M&A support and investment community targeting to handling potentially volatile announcements, breaking news, perception audits and employee communications. Our New York City office adds an on-the-ground financial media capability.

A founding member of the Worldcom Public Relations Group, our reach and influence are worldwide.

PEPPERCOM

470 Park Avenue South
New York, NY 10016
212/931-6100
Fax: 212/931-6159
www.peppercom.com

Steven Cody & Edward Moed, *Managing Partners*
Ted Birkhahn, *Partner & COO*
Ann Barlow, *Partner & President/West Coast*
Deborah Brown, *Partner & Managing Dir. of Strategic Dev.*
Maggie O'Neill, **Jackie Kolek**, *Senior Directors*

Peppercom is a mid-sized communications agency that specializes in developing strategic and creative PR programs for financial services companies.

In addition to PR campaigns, services include a positioning program to differentiate a client from its competitive set, a crisis management program called CrisisRx, Pain-Based Selling, to identify the gap between what client sales forces think customers are thinking and what they actually are, and ways to leverage existing partnerships or develop new ones. PepperDigital and GreenPepper concentrate on digital and green initiatives, respectively, while Peppercommunications focuses on events and leverages sponsorships.

Peppercom is ranked among the top 20 largest independent PR firms in the U.S. by *O'Dwyer's*. Current and past clients in the financial services space include Genworth Financial, Wall Street West, Guggenheim Partners, Fireman's Fund and TCF Bank.

RF | BINDER PARTNERS, INC.

950 Third Avenue, 7th Floor
New York, NY 10022
212/994-7600
www.rfbinder.com

Amy Binder, *CEO*
Robert D. Ferris, *Executive Managing Director; Chair, Capital Markets Practice*
Tom Pratt, *Senior Managing Director*

RF|Binder Partners provides strategic counsel as well as public relations and marketing communications services across a broad spectrum of industries, government agencies and non-profit organizations, worldwide.

In a global economy so dominated by change and challenge, we provide our clients experienced and sound perspective on the drivers of interest and value enhancement as well as strategic solutions to value deficiency and the information "gap." RF|Binder helps clients cultivate broadly-based recognition of performance and prospects among key market audiences, fostering full and fair valuation and ultimately lowering the cost of capital. Our capital markets team also works with non-public companies and organizations whose communications challenges require an understanding of capital flows.

We produce comparative valuation studies, market analysis reports and corporate governance/SOX assessments, with associated action plans. From our vantage, we also advise clients on communications and positioning in respect of strategic corporate alternatives, such as mergers, acquisitions, divestitures, initial and follow-on financings and going-private transactions, and in crises and contingencies, such as bankruptcies, contests for control and accounting irregularities.

Core activities include market perception research, targeting programs, messaging and corporate/financial disclosures and policy, investor and media outreach, investor relations websites and 24/7 counsel.

ROOP & CO.

925 Euclid Avenue
Cleveland, OH 44115
216/902-3800
www.roopco.com

Jim Roop, *President*

Brad Kostka, *Senior VP*

Roop & Co. is a high-end, high-value communication boutique, focusing on PR, IR and graphic design. The firm offers senior-level counseling, strategic thinking, high-quality implementation, quick response and total accountability. Clients range from global NYSE-listed companies to local non-profit organizations.

R&C will develop an IR program based on an understanding of the client's business and the industry in which it operates with the ultimate goal of assuring a fair valuation of the company's stock.

IR services include research; event and presentation planning; creating annual and quarterly reports and specialized financial publications; merger, acquisition, tender offer and going private communications; IPO support and financial advertising.

The firm handles KeyBank, Kirtland Capital Partners, Gould Electronics and RPM.

RUDER FINN, INC.

301 East 57th Street
New York, NY 10022
212/593-6361
San Francisco: 415/692-3059

Kathy Bloomgarden, *Co-CEO, New York*
Ed Harnaga, *EVP, New York*
Howard Kalt, *Sr. VP, San Francisco*

Ruder Finn's Investor Relations and Financial Communications team of professionals in New York and San Francisco have been providing companies — large or small, growth or value, and across a broad range of industries — with services that are results-driven, affordable and ROI-measurable.

The need for clear communication of a company's corporate strategy, timely disclosure of material developments, and management of shareholder expectations is crucial for building understanding and trust in the financial community. Ruder Finn's corporate communications strategies help to maintain shareholder value by maximizing communications of financial performance, mergers-and-acquisitions, corporate restructuring, hostile takeovers and crisis communications.

Our work in the Corporate, Financial and Investor Relations

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Independent, award-winning financial and
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NEW YORK

LONDON

HONG KONG

Walek & Associates
317 Madison Avenue
Suite 2300
New York, NY 10017
T: 212 889 4113
F: 212 889 7174

Walek & Associates (Hong Kong) Limited
21/F, ICBC Tower, Citibank Plaza
3 Garden Road, Central
Hong Kong
T: 852 2273 5102
F: 852 2273 5999

www.walek.com



Zeppos & Associates' Senior Account team includes Evan N. Zeppos, President; Kris Naidl, Executive Vice President; and Brian Knox, Vice President.

Ruder Finn

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areas include programs for such clients as: Novartis (NYSE:NVS); Dolby Laboratories, Inc., (NYSE:DLB); Beckman Coulter, Inc (NYSE: BEC); NeuStar, Inc., (NYSE:NSR); BreitBurn Energy Partners, L.P. NASDAQ: BBEP; Thoratec Corporation (NASDAQ: THOR).

SARD VERBINNEN & CO.

630 Third Avenue, 9th Floor
New York, NY 10017
212/687-8080
www.sardverb.com

George Sard, Chairman & CEO
Paul Verbinnen, President

Sard Verbinnen & Co. provides strategic corporate, financial and crisis communications counsel and services to clients spanning the globe, including *Fortune* 500 corporations, smaller public companies, financial and professional service firms, privately held entities and high-profile individuals. With offices in New York, Chicago and San Francisco, our firm has significant expertise in investor relations and advises clients regarding quarterly earnings announcements and conference calls/webcasts, investor presentations and positioning, roadshows and annual meetings, as well as investor targeting and benchmarking programs.

We work at the intersection of investor relations and financial public relations, developing well-written, effective messaging that positions companies with their constituencies including employees, investors, regulators and the finan-

cial media. We work closely with our clients to develop and hone messaging, talking points, Q&As, and other materials; preparing and rehearsing executives to stay on message is a core skill.

We also have longstanding, close relationships with journalists, financial analysts and the investing community, which is integral to helping clients communicate with the Street.

SLOANE & COMPANY

7 Times Square, 17th Floor
New York, NY 10036
212/486-9500
Fax: 212/486-9094
www.sloanepr.com

Elliot Sloane, CEO

Sloane & Company is an industry-leading strategic communications firm specializing in corporate and financial public relations, investor relations, transaction support, public affairs, crisis and litigation support. Differentiating us from the crowd, the key to the firm's success is bringing a fluid and experienced capital markets orientation to all our assignments.

Over the past ten years, the firm has earned a reputation for providing strategic counsel to "C" level executives of *Fortune* 500 public companies, as well as large and mid-sized private businesses and associations. Our clients include leading consumer products, pharmaceutical, technology and financial companies.

Sloane & Company provides expertise to clients across a wide range of industries in crafting their communications strategies. The firm's diverse portfolio inspires our professionals to think outside of the traditional bounds to reach clients' key constituencies including cus-

tomers, employees, investors, global and local opinion leaders, industry experts and political decision makers. Sloane's team recognizes the dynamic relationships between these crucial audiences and knows how to best develop and generate value from them.

Our professionals understand and recognize the impact that media coverage has on a client's valuation and reputation, particularly as it relates to key issues in national, state and local governments. Sloane & Company public relations programs are effective because they begin with a complete understanding of each client's business fundamentals and future goals. Every decision is tied to these strategic objectives, helping our clients shape their core positioning in the marketplace while aggressively and creatively pushing that positioning through global, national and regional media outlets.

TREVELINO/KELLER COMMUNICATIONS GROUP

949 W. Marietta St., Suite X-106
Atlanta, GA 30318
404/214-0722
Fax: 404/214-0729
dtrevelino@trevelinokeller.com
www.trevelinokeller.com

Dean Trevelino, Genna Keller,
Principals

Trevelino/Keller delivers an integrated communications strategy of public relations, social media and brand communications for public and private companies. Its depth within financial services includes existing and emerging segments such as traditional banks and credit unions, business cash advance providers, mobile banking companies, loyalty marketing firms, bi-payments, payment processors, ecommerce providers, retailers and other first movers. Founded in 2003, the firm has launched several innovative initiatives, leading with Start-Up Council, a community focused on delivering a gratis offering of consulting services to assist start-up companies. Social Status is the firm's proprietary social media platform designed to educate and engage companies in social media. Most recently, Trevelino/Keller has launched a series of industry-specific communities including TechSpartacus (www.techspartacus.com) focused on supporting b2b and technology companies. More information can be found at www.trevelinokeller.com.

WALEK & ASSOCIATES

317 Madison Avenue, Suite 2300
New York, NY 10017
212/889-4113
Fax: 212/889-7174
www.walek.com

Hong Kong
21/F ICBC Tower
Citibank Plaza, 3 Garden Road
Hong Kong
852/2273-5102
Fax: 852/2273-5999

Thomas Walek, President
Armel Leslie, Principal
Mary Beth Kissane, Principal

Walek & Associates is one of the largest and fastest-growing independent financial and corporate public relations firms. With offices in New York and Hong Kong, Walek specializes in public relations and investor relations in capital markets, traditional and alternative asset management, professional and financial services, information and financial technology, and public companies in all sectors. From building visibility and brands to financial transactions, product and service launches, and managing crises, Walek delivers award-winning results that help clients build business.

ZEPPOS & ASSOCIATES

400 East Mason Street, Suite 200
Milwaukee, WI 53202
414/276-6237
Fax: 414/276-2322
www.zeppos.com

Zeppos & Associates is an independent public relations firm with demonstrated success in financial issues and strategic communications. The Wisconsin-based firm has worked with banks, lawyers, insurance companies, investment companies, holding companies and others in dealing with issues ranging from mergers and closings to lawsuits and bankruptcies. Zeppos & Associates has worked on planning and implementing public relations plans aimed at media, investors, employees, shareholders, policyholders and other stakeholders. The team at Zeppos & Associates has a background in media, government and crisis communications. It also provides services that include community outreach, grassroots organizing and media training. ■