

What should you look for in an IR partner?

Glad you asked.

What to look for:

- An integrated communications firm combining marketing and investor relations.
- Specialists in helping public companies attract new investors and become known to the investment community in a positive manner.
- A full-service, turn-key firm with in-house design, writing, desktop publishing, staging, multimedia – to save valuable time and expense.
- Offer a full range of programs custom designed to fit your goals, budget and time frame and to attract investors to your company.

- A comprehensive support communications offering including:
 - Analysts Slide Presentations
 - Annual Meeting Speeches
 - Retail Broker Presentations
 - Corporate Videos
 - IPO & Secondary Offering Presentations

A proactive company which offers a strong, multi-pronged approach to getting attention and winning a media and investor following.

A firm that provides public companies with the active and well-organized stock marketing programs required in a changing investment environment.

A company which has the ability to arrange meetings between client management and investors, either in small groups or as one-on-ones, to establish ongoing relationships.

A company that actively measures the success of its initiatives. The MacInnes Communications Group expects results of its programs will be achieved progressively by quarters, starting no later than the first six months, and that full value (in terms of following, stock valuation, shareholder interest) will be realized in about two years.

A firm that offers publicity, corporate communications and business-to-business marketing using a professional and experienced staff, with backgrounds in the news media, marketing and corporate communications.

A company with an outstanding record of placements with key news media across the country.

A company whose consultants have established professional relationships with the investment community and the media.

A company which uses a team approach to provide the level of professionalism and service required in today's market.

A company with a majority of senior professionals who can serve as strategists on every account, deciding initially how to position a client within its industry, and reviewing progress on a regular, timely basis.

A company with a quarter century of experience in producing the key elements of corporate communications -- the annual and interim reports to shareholders, periodic earnings announcements and news releases.

A company with the in-house resources to manage the design, production and printing of annual and quarterly reports.

A company which makes certain that a senior staff member -- as well as a coordinator -- accompanies you on the road.

A company with a demonstrated knowledge, experience and expertise in your industry.

A company with a demonstrated ability in developing and managing an on-going IR program.

In short, The MacInnes Communications Group.

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