



Strategy, execution and focusing on results

I founded Roth Investor Relations in 1987 with the belief that shareholder value could be enhanced by providing corporate clients with an investor relations platform that would work in tandem with management as they focused their efforts on building their core business and fulfilling their corporate mission.

Interaction with the investment community has dramatically evolved from the early days of IR when merely issuing a press release and organizing a few meetings with investors constituted a program. Today, investor relations and corporate communications touch on a multitude of responsibilities and require that constant and consistent interaction with investors, bankers, local communities and other stakeholders be maintained.

Since our inception, I have consistently increased the number of our deliverables and improved our implementation, while never losing sight of the myriad of details on hand. The Roth IR team has now been reorganized in order to continue to evolve the services we provide to clients.

Your company's assets offer opportunities to all stakeholders. With those opportunities come responsibilities for proper corporate governance and communications. Achieving optimal financial and operational performance requires that you simultaneously achieve objectives in health and safety, environmental stewardship, human resource development, and community investment. Roth IR provides full service solutions to corporations so they can achieve their objectives.

We know that as CEO, you are accountable to a variety of interested parties -- shareholders, the Board of Directors and other stakeholders - to deliver company milestones in a timely, cost-effective manner. Roth IR offers CEOs the ability to work with one advisor who can assist and direct a multitude of corporate issues including:

Benchmark strategy and Branding

- Peer Analysis
- Perception studies and benchmark strategies
- Corporate and Brand Identity programs

Corporate Communications

- IPOs and listings
- Consult on M&A opportunities
- Crisis Communications
- Corporate Social Responsibility
- Social Media

IR services

- Non-deal roadshows and Investors' Day
- Press release strategy
- Website creation and revision
- Broker and industry conferences

For the past 25 years, Roth Investor Relations has been an integral part of our clients' efforts as they achieve milestones and success, from planning through execution, exploration through production. What has always set us apart is our ability to tailor our services very specifically to meet our clients' individual needs. Every company's experience is unique. Understanding your identity in the marketplace and your relationships helps us to improve your communications across the spectrum.

Time is a limited commodity. Allow us to help you make the most of your time to accomplish your goals. We would be pleased to meet with you to discuss ways in which we can be of assistance to you and your company.

Kind regards,

Michelle B. Roth