



NEWS RELEASE

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Kēi Advisors' Investor Relations Process Highlighted in New Strategy Book

Buffalo, NY, November 18, 2002 – Most CEOs of public companies believe their company is undervalued and struggle with the issue of how to close the gap between the company's value reflected in the stock market and its intrinsic value. Deborah Pawlowski, President and CEO of Kei Advisors, addresses Kei's unique process for closing that value gap in Michel Robert's latest book "Strategy Pure and Simple, How to Build Your Own Strategy and Achieve Competitive Supremacy."

In the book, Pawlowski identifies the specific steps required for a public company to understand better how it is perceived in the market and how that perception may differ from reality. Identifying, measuring and closing the resulting value gap are the objectives of investor relations. These objectives can be achieved by ensuring fair value and reducing uncertainty in the investing community by providing clarity and transparency. She also addresses the need for targeting investors who have the greatest propensity to invest in a company's stock and the company's need to understand its shareholder profile.

Pawlowski contends that investor relations should be more oriented toward helping the market understand the future cash flow stream of a company and its level of risk based on the ability of management to communicate their strategy and their effectiveness at executing that strategy.

Kei Advisors LLC is an exclusive investor relations consulting firm that has developed a unique, proprietary process, which provides its clients disciplined and efficient approaches to managing their communications and relationships with the capital markets while aligning reality and perception for better recognition of intrinsic value. Custom tailored to address the audience most interested in client companies' investment appeal, Kei's approach transforms investor relations into a strategic weapon for shareholder value development. Kei is an affiliate of the law firm of Jaeckle Fleischmann & Mugel, LLP (www.Jaeckle.com) which has offices in Buffalo, Amherst and Rochester, NY.

More information on Kei Advisors can be found at www.keiadvisors.com.

Michel Robert is the Founding Partner of Decision Processes International, an internationally renowned strategy consulting firm that has pioneered critical thinking processes, such as its Strategic Thinking Process, which enable CEOs and their management teams to create and deploy corporate strategies effectively. *Strategy Pure and Simple* is Robert's eleventh book on the subject of strategy.

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