

NEWS RELEASE

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Kēi Advisors established as investor relations consulting firm

Buffalo, NY, September 20, 2000 – Kēi Advisors LLC announced its recent formation as an investor relations consulting firm headquartered in Buffalo, New York. The firm provides an array of strategic investor relations services to publicly-traded and pre-IPO companies, including position and approach development, communications event management, web site development, capital market education, and pre- and post- IPO support and counseling. These services are performed in partnership with clients to establish clear, concise and consistent communication of their strategy and outlook with their shareholder and the investment community in order to achieve fair valuation by the capital markets.

The company was founded by Deborah K. Pawlowski in partnership with the Buffalo law firm of Jaeckle Fleischmann & Mugal, LLP.

Ms. Pawlowski is a graduate of the United States Military Academy and is a member of the National Investor Relations Institute and the American Society of Corporate Secretaries. Prior to founding Kēi, Ms. Pawlowski established herself in the investor relations arena through her experience at American Precision Industries Inc. and National Fuel, where she was awarded the prestigious Association for Investment Management and Research Award for Excellence in Corporate Reporting and Investor Relations.

The company's name, which is pronounced the same as "key," provides meanings in English synonymous with significant, vital, strategic and fundamental. The name represents respectful and experienced in Japanese (and is correctly pronounced "kay"). All of the meanings are representations of Kei Advisors' approach, role and mission.

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