

## CORPORATE CAPABILITIES

*Customized to the needs of each client, our unique Pinnacle Value Process<sup>SM</sup> provides a strategic approach to managing communications and relationships with the capital markets. We are committed to helping our clients create optimum shareholder value by closing the information gap that often exists between a company's reality and the market's perception.*

*The Kei team has over fifty years of capital market and investor relations experience offering a broad level of knowledge and expertise for public and private companies.*

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### Investor Relations

- The Pinnacle Value Process<sup>SM</sup>
  - Internal and External Perception Audits
  - Shareholder Analysis (Institutional and Retail)
  - Comparative Peer Analysis
  - Institutional Exit Interviews
  - Targeting
  - One-on-Ones
  - Feedback
- Visibility Enhancement
- Trading and Liquidity Improvement
- Strategic Communication to Shareholders, Employees and the Board
- Investor and Analyst Presentation Creation
- Annual Meeting Logistics
- Sponsorship Development
- Corporate Website Audit
- Annual Reports
- News Releases
- Webcasts and Earnings Calls
- Fact Sheet/Book

### Corporate Solutions

- Corporate Governance Best Practices
- Access to Capital Markets
- Executive Sounding Board
- Crisis Management
- Change Agents
- Executive Coaching
- Board Training
- Board Evaluation
- Strategic Planning Facilitators
- Strategic Partnership Building
- Sales and Marketing Integration
- IPO Planning
- Execution of Spin-Offs and Carve-Outs
- Resource Allocation Analysis

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## HOW WE DO WHAT WE DO: THE PINNACLE VALUE PROCESS<sup>SM</sup>

Kei Advisors LLC provides senior level executives of public and pre-IPO companies with a unique and sophisticated methodology, the Pinnacle Value (PV) Process<sup>SM</sup>, to help them create optimum shareholder value. We accomplish this by closing the information value gap that often exists between the market's perception of a company's value and the company's strategic competence and operational effectiveness. Kei cultivates management's and directors' credibility and relations with investors and analysts while developing for its clients value-enhancing strategies for addressing capital needs.

Our process, which is customized to our client's needs, effectively allocates resources to achieve recognition by the capital markets of the intrinsic value inherent in the organization. In addition, our unique process provides the metrics for evaluating progress and achievement.

