



# NEWS RELEASE

FOR IMMEDIATE RELEASE

## **Kei Advisors Strategic Investor Communications Plans and Processes**

Buffalo, NY, September 8, 2000 – Kei Advisors LLC, an investor relations consulting firm, announces the opening of its Buffalo, New York office. The firm, founded by Deborah K. Pawlowski of Amherst, is focused on offering strategic investor communications direction and support to public and pre-IPO companies.

Kei Advisors focuses on providing an array of investor relations services including position and approach development, communications event management, budget analysis, 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.

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

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 Kei, 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 venture was started in partnership with Jaeckle Fleischmann & Mugel, LLP.

Individuals interested in attending the seminar should contact Jennifer Gorczynski at (716) 843-3853 for additional information.

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