
What Can Amex Issuer Services Do For You?

At the Amex, we are committed to helping listed companies not only by offering an ideal, flexible trading environment, but also by building strong, visible relationships in the investment community. We offer a full service investor relations and investor intelligence package tailored to your company's unique needs. The tools available through Amex Issuer Services can easily cost over \$100,000 if purchased separately. However, for Amex issuers, they are a complimentary addition to your listing.

These Amex issuer services are designed to help your company develop an effective investor relations **Strategy**. We offer you **Guidance** in achieving your established goals, **Support** in implementing the necessary steps and the essential **Intelligence** to run a proactive, successful investor relations campaign.

Strategy

- **Strategic Seminars**—With the help of the Amex IR Alliance, you can stay on top of the latest trends in investor relations. We partner with key influencers in investor relations, investment banking, corporate governance, legal & regulatory affairs and equity trading to deliver an intensive, one-day educational program twice each year in select locations across the country. The agenda reflects the most current issues facing growing companies as they reach out to the investment community.
- **CEO Dinners**—Taking place several times a year, throughout the country, this event offers you an opportunity to meet with our top management and learn about the latest activities at the Amex, issues facing the securities industry, as well as network with management of other companies and key influencers in your region to discuss issues of mutual interest in a relaxed atmosphere.

Guidance

- **The Communications Audit**—The professionals of the Amex IR Alliance undertake an in-depth review of all of your communications materials in the context of the value proposition you bring to the Street. We will provide you with appropriate buy and sell side institutional contacts, rationalize your investor relations presence on the internet and develop an investor fact sheet for you to use.
- **The Resource Center**—Whether you have a specific IR challenge to tackle or just want ideas to advance your communications strategy, the Alliance Resource Center can provide assistance with writing and distributing press releases for maximum exposure, implementing Communications Audit findings, targeting new shareholders and learning best IR practices.

Support

- **Investor Presentations—*Tactical Training***—The Alliance will focus your presentation materials and your delivery – maximizing every precious window of opportunity when addressing the investment community. After a thorough review of the your materials, professionals trained in public speaking and delivering persuasive presentations coach you on driving home the key investment considerations.
- **Investor Meetings & Road Show Support**—When the time is right, the Alliance can arrange one-on-one meetings for you with qualified institutional investors in key investment centers across the country.
- **Host and Sponsor Industry Specific Conferences**—Through our sponsorships, we can provide you the platform of visibility your company strives to achieve. The Amex offers you an opportunity to present the institutional community with your investment merits.
- **Shareholder Research**—What do your key investors think about you? The Alliance conducts targeted opinion research to provide you with the vital feedback you need to understand how your company’s message is perceived and how it compares to that of your peers.
- **Amex TV**—Our state of the art, dynamic set overlooking the trading floor and frequently used for broadcasts on CNBC, Bloomberg and MSNBC, provides the perfect backdrop for a live broadcast interview or taped corporate message to your employees or investors.
- **Amex Facilities**—Host your annual shareholder, board or investor meeting at the Amex’s venerable boardroom at no cost to you.

Intelligence

- **AmexOnline—*Powers Investor Outreach Programs***—Our own investor relations website gives listed companies critical marketplace intelligence for monitoring market trends and investor behavior. AmexOnline provides robust investor targeting tools coupled with an investor database of over 14,000 buy-side firms with 75,000 contacts, 11,000 sell-side analysts, investor & peer analysis, real-time Amex quotes with time & sales, as well as current & historical analyst ratings.
- **Research Group**—With our in-house research capabilities, we can supply you with data and information needed to make informed business decisions. Are you considering a stock split? Are you interested in learning more about the quality of trading your stock is getting on the Amex? Our group can provide you with this critical information.
- **Monthly Market Statistics Report**—This two-page snapshot of the preceding month’s trading statistics, including total volume – both Amex and consolidated; high, low and average prices; as well as quoted spreads and trade price changes, among other data is an invaluable tool to keep you well informed of your stock’s performance.