

BULL & BEAR INVESTOR RELATIONS PROGRAMS

In Print And Online



A Powerful Combination

For more than 30 years, the Bull & Bear Financial Report has earned the continuing trust of long-term, active investors.

Discover how Bull & Bear Featured Companies share that credibility – and build committed shareholders. >>

The Bull & Bear Financial Report • P.O. Box 917179, Longwood, Florida 32791
800-336-2855 • www.TheBullandBear.com • IRprogram@TheBullandBear.com

The Bull & Bear's Investor Relations Programs...

**Extend your shareholder base, build trading volume
and increase awareness in the investment community.**

Is your company ready to experience tremendous growth? Do you have a powerful story to tell potential investors but no way to tell them? Now you can reach *millions* of high-net-worth, active investors who attend major investment seminars, regularly research the Internet for new investment opportunities, and who are long-time, loyal subscribers to the Bull & Bear Financial Report which features the largest digest of investment newsletters published – both *in print and online*.

Drawing upon our 30 years of financial and marketing expertise, The Bull & Bear Financial Report has developed a cost-effective, high-impact **Print and Online Investor Relations Program** to provide your company with continuous, powerful, and highly credible media coverage for six months.

The Bull and Bear's Investor Relations Programs is your direct access to highly qualified investors, stock brokers, and the investment media through proven, effective delivery platforms – paid subscriptions, direct mail, newsstand sales, investment seminars, and our extensive family of investment Web sites. Individually, these platforms provide huge market penetration – *together they are an unbeatable formula.*

- **Featured Company Report.** Our in-house professional writers create a customized report that actively engages the reader in your company's story and provides maximum visual impact with 4-color logos, graphics, and photos. Your full-page investment story is featured in The Bull & Bear Financial Report for three consecutive issues.
- **Corporate Profile.** Following publication of your full-length article, a corporate profile on your company, including a corporate summary and company contacts, will appear in The Bull & Bear Financial Report for three additional issues.
- **Press Release Coverage.** Corporate updates and important developments within your company are published in the print version of The Bull & Bear and posted to Bull & Bear's web site throughout the six-month investor relations program.
- **Investment Seminars.** The Bull & Bear regularly exhibits at major investment seminars in the U.S. and Canada where we distribute your company's story in the print version of The Bull & Bear Financial Report – guaranteeing maximum exposure to thousands of potential shareholders.

The Bull & Bear
FINANCIAL REPORT

How to Prepare for the Next Big Bull Market

SPECIAL REPORT
Gold Stocks
Silver Stocks
Precious Metals
Oil & Gas Stocks

Bull & Bear's Digest of Investment Advisory Newsletters

Worldwide Exposure on the High-Traffic Bull & Bear Web Site

- **Wide Internet Exposure.** Share your company's story with millions of global investors who regularly visit the Bull & Bear Financial Report Web site seeking investment opportunities. The Bull & Bear's content-rich Web site offers a powerful online presence where your company's story is prominently featured throughout your six month Investor Relations Program. Full-color logos, graphics, photos and live links back to your corporate web site add important impact to your company's unique investment story.
- **E-Newsletters.** We feature your company's story in one or more of Bull & Bear's high-impact E-Newsletters: the *Monetary Digest*, *The Resource Investor*, *Tech Stock Report* or *Executive's Digest*. Each month these E-Newsletters feature unique editorial content from leading investment advisors, analysts and business writers, and reach thousands of opt-in subscribers, assuring high impact.
- **Web Site Promotion.** The Bull & Bear's aggressive marketing strategies produce results — all our featured companies are positioned in Google's Top Ten Page Rankings. Google, the world's most-used search engine, receives 200+ million search queries a day. During your six month Investor Relations Program, we also include your company's web site in *The Bull & Bear's Web Sites For Investors* brochure distributed at major investment conferences. Your site is also listed in The Bull & Bear Financial Report.



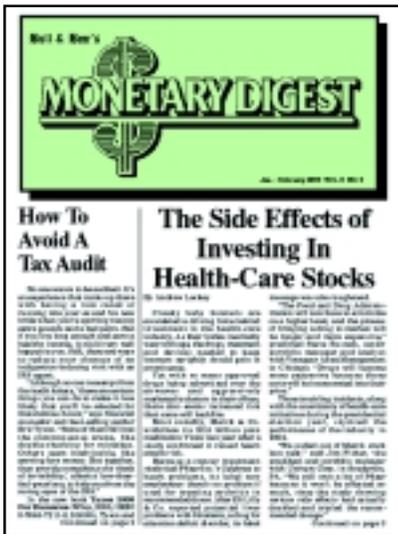
NEW...

**Cross-marketing opportunities
on the Bull & Bear's extensive
family of investment Web sites**

Additional Services Available To You!

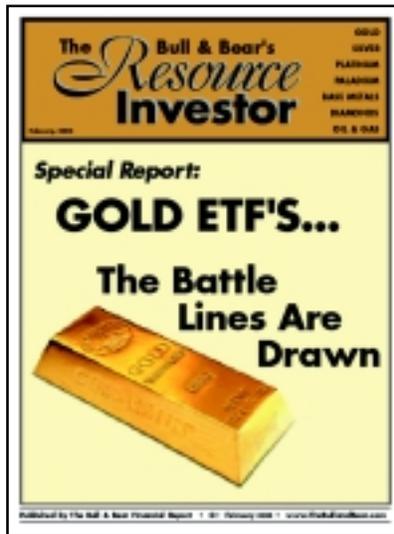
- **Banners.** Your company's full-color, animated banner ad promoting your corporate Web site can rotate throughout the Bull & Bear's extensive family of investment Web sites.
- **Color Reprints.** Receive full color, 4-page reprints of your company's investment story. We mail brochures to your shareholders along with a publisher's letter. (Printing, mail house data work, envelopes and postage included; additional copies at a nominal fee.)
- **Investment Conferences.** Let us promote your Company's story at America's largest investment conferences where we will prominently display your company's reprint at our booth.

Become an E-Newsletter Featured Company and generate thousands of new shareholders...



— Monetary Digest —
**“Super Digest” of
 Investment Newsletters**

Your Company's Report will appear in Bull & Bear's Monetary Digest, published monthly in both print and E-Newsletter format. It is mailed to paid subscribers and e-mailed to opt-in Internet subscribers. We scan over 400 investment publications, bringing investors the most important and potentially most profitable ideas. The Monetary Digest features Top Stock Picks, Market Forecasts, and opinions from the nation's best performing market timers as tracked by the leading market timing services. This broad-based print and E-Newsletter publication is ideally suited for Small-Cap and Resource Industry exposure.



— Resource Investor —
**Unmatched Targetability:
 Active Resource Investors**

Resource-oriented companies featured in the Bull & Bear are also published in the Bull & Bear's Resource Investor E-Newsletter. In this “must-read” E-Newsletter, active investors “hungry” for advice on resource stocks learn what today's most successful resource sector investment experts and analysts are recommending for Gold Stocks, Silver Stocks, Diamond Plays, Base Metals, Oil & Gas Stocks, Precious Metals Trends and Economic/Monetary Issues. The Resource Investor is posted in its own section of the Bull & Bear Web site and is E-mailed to opt-in resource investors from around the globe.



— Tech Stock Report —
**Tech-Savvy Investors
 Exclusive Content**

Bull & Bear's Tech Stock Report delivers opinions, insights, tech Web site reviews and investment advice by industry investment advisors and stock analysts for tech-savvy investors. Topics covered include High Tech and Med-Tech Stocks, Biotech, Hardware and Software, Telecoms, Transportation, etc. The Tech Stock Report is ideally suited for public companies representing the Homeland Security/Defense sector, as well as Financial Services and small technology companies targeting large markets with unique products or services. This opt-in E-Newsletter draws a worldwide, active, affluent investor audience.

This powerful combination of **Print and Online** exposure featuring your Company in the Bull & Bear Financial Report, exposure on Bull & Bear's web site and at investment seminars generates *enormous credibility* for your Company. This coverage provides you a superb opportunity to reach high-net-worth, motivated investors and generate new shareholders.

To begin your Bull & Bear Investor Relations Program now, or to learn how to generate thousands of new shareholders, call Valerie Waters at...

1-800-336-2855