

COMPANY PROFILE

Investor Relations Firm Builds Valuation, Credibility and Investor Support for Small Cap Management Teams on Wall Street

IR for the Small Cap Company

Is your story really reaching the right investors? Hawk Associates, Inc. offers microcap and small cap companies Fortune 200 global experience and national award-winning expertise in providing an effective interface with Wall Street. We are known for our integrity, aggressive dedicated service, full-service facilities, roadshows, proactive targeting, leading-edge technology, well-established Wall Street relationships and our state-of-the-art informational websites.

There are over 5,000 small and microcap companies in the Wall Street universe. Hawk Associates specializes in helping companies break through the information clutter to attract investor attention. We skillfully employ a strong combination of resources including the information-driven Hawk website, www.hawkassociates.com and social media networks as well as e-mail alerts, our highly respected investment profiles, roadshows and our proprietary database of micro and small cap fund managers, high net worth individuals, analysts, hedge fund managers, brokers and the media. Combined with our highly professional writing and presentation skills, Hawk Associates offers one of the most sophisticated IR programs available to small companies to help them attain the full valuation they deserve.

IR Program Implementation

A successful investor relations program is an ongoing exercise in branding the company with Wall Street. Hawk



Julie W. Marshall, President
Frank N. Hawkins, CEO

Associates has rich expertise and a proven track record in helping companies and implement successful IR programs.

While management teams are busy running their enterprises, Hawk Associates executes strategic, full-service investor relations programs to help companies attain the valuation they deserve by maximizing public awareness and ownership.

Positioning and Message Development

There's an old saying that if you don't know where you're going, you might not get there. The same is true for a company's message with Wall Street. It's essential that a company be positioned so that it can attract maximum support. The message must be clear and simple so that it can be easily and quickly grasped in a fast-paced world of infinite choices. Hawk Associates has been highly effective in helping companies develop messages that successfully positioned them to maximize management's ability to attract and hold the attention of Wall Street.

Hawk Fast Facts

Founded in 1995
Strong Wall St. Relationships
Customized IR Programs
Personalized Attention
Focus on Microcap and
Small Cap Companies
Corporate Access
Databases:
More than 50,000 Contacts
Capital Access
Social Media
Viral Marketing Expertise
Equity Research Platform

Hawk Clients

Exactech, Inc.
Global Ecology Corporation
Lattice, Incorporated
Manhattan Scientifics
NeoGenomics, Inc.
Net Medical Xpress

Hawk Associates: A Trusted Advisor Standard Client Services

- Day-to-day consulting
- Strategic investor relations planning
- Institutional and self directed investor outreach
- Professional investment profiles—regularly updated
- Press release drafting and editing; procedural management
- Precisely targeted roadshows and investor meetings
- Proactive investor information-driven website
- Virtual investor kits; online information packages
- E-mail alerts to opt-in subscriber base
- Online visitor usage monitoring
- Development of client-specific investor database
- Organizing / scripting conference calls including Q&A
- Phone query and e-mail responses
- Annual report drafting and consultation
- Crisis management
- Tracking earnings/whisper estimates

Hawk Management Team

Frank N. Hawkins, Jr., CEO, Founder

Over 25 years of professional IR experience. Former clandestine intelligence agent, foreign correspondent, international businessman, Fortune 200 senior executive, president small Hong Kong conglomerate. B.A. Government, Cornell University.

Julie W. Marshall, President

High performance IR professional. President of Hawk Associates since 1997. Commitment to delivering IR results that exceed client expectations, expertise in financial communications, and strong Wall Street networks. A leader in building investor interest using social media and viral marketing. B.A. Physics, phi beta kappa, MBA, Peppering U.

AMI RESEARCH

AMI Research, a division of Hawk Associates, provides world-class issuer-paid independent, equity research primarily for deserving companies unable to attract traditional sell-side research. Reports are forward looking and contain a detailed explanation of the company's business model together with earnings forecasts and industry background, recommendations and a price target. AMI reports are widely disseminated through Thomson/First Call, Bloomberg.com, ResearchConnect, The Small Cap Investor, Investars and the AMI website.

www.amistockreports.com

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“I would not hesitate to recommend Hawk to any company requiring committed and professional IR services. I have rarely experienced such a high level of professionalism, responsiveness and commitment from an advisor. You made a major contribution.”

~Client

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Messaging and Investor Communications

Branding the company requires creative and concise messaging to quickly capture investor interest. We call this the elevator pitch. We work closely with the management team to understand the company's story, then we hone and refine it to articulate the key elements that will appeal to investors. The Hawk Investment Profile has been central to the development of telling a company's story, and becomes the cornerstone to building the ongoing message for management. As a tool, the Profile easily introduces the investment opportunity for sellside and buy side alike. Key investment take-aways of often complicated business models are clearly presented, and everyone on the management promotes the same elevator story and message.

Targeting Investors

Precise targeting is key to successfully delivering a company's IR message with the best possible chance of success at the lowest possible cost. Our proprietary database of brokers, fund managers, analysts, high net worth individuals and private investors is current, robust and highly granular. The database has been carefully developed name by name to provide accurate institutional investor leads.

Meetings: Arrangement & Critique

Personal relationships can be critical in helping small companies attract the attention of Wall Street investors. With over 90 years of collective IR experience and an expansive network of Wall Street relationships, Hawk Associates provides invaluable assistance to companies seeking Wall Street support. Hawk Associates is experienced in developing roadshows and meetings that match company management teams with precisely targeted prospective investors. We also create professional presentations that Wall Street investors expect from companies worthy of their attention.

Presentation Development

Companies that show well are always more successful with the investing public and Wall Street. This includes not only the company's PowerPoint presentations for Wall Street, but everything else from logos and annual reports to the quality of the written materials in press releases and other documents. Hawk Associates helps clients put their best face forward as a powerful element in creating credibility and acceptance with Wall Street.

Going Public: IPO & Reverse Merger

Hawk Associates provides advisory services, investor relations services, financial public relations and capital sourcing. Going public is one of the most critical and important events in a company's history. Whether through an initial public offering or a less expensive reverse merger, company management teams seek to maximize value for their shareholders and to provide strong momentum to expand the company's public valuation. Hawk Associates has the skill sets, knowledge and resources to make going public a successful event.