

## COHEN INDEPENDENT RESEARCH\* GROUP, INC.

#1 Independent Research\* Firm: Powerful Distribution

\* commercial advertisement  
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### INTRODUCTION

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My name is D. Paul Cohen, CEO and President of two IR firms: Cohen Independent Research Group, Inc. and Grass Roots Research and Distribution, Inc. The Cohen Research and Grass Roots Research brand names are Wall Street's Number #1 Firms for micro-cap/small-cap research. **Both firms have produced 350+ company reports combined.** ([www.cohenresearch.com](http://www.cohenresearch.com) – [www.grassrootsrd.com](http://www.grassrootsrd.com)). We are the Gold Standard, the Research Firms of Choice for the Investment Awareness Industry.

### PRODUCTS

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1. Research Reports
2. Email Blast Distribution
3. Creative Emailer Designs:
4. Consulting: Builds your master budget to help you run your business.
5. Raising Capital: An important goal of our products

### TRACK RECORD

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Database: 113 stocks: May 2009 – November 21, 2011 from [www.cohenresearch.com](http://www.cohenresearch.com) and [www.grassrootsrd.com](http://www.grassrootsrd.com). Results:

- **96.8%** of all Stocks **increased their price 95.2% post-research coverage**
- **85.5%** of all Stocks **increased volume post-research coverage**
- **16.9%** of Stocks price increase was **100% or more**
- **82.3%** of all Stocks rose to their **higher price within 30 days**
- **24 Average Days to reach Stock High Price**
- **100.0%** of all email campaigns stocks rose on the average of **90.5%**



## PRICING FOR RESEARCH REPORTS

Grass Roots Research, Inc., and Cohen Research have four report lengths from which to choose:

- 15 Pages..... \$ ask
- 20 – 25 Pages..... \$ ask
- 30 – 35 Pages..... \$ ask
- 50 Pages or Less..... \$ ask One Year Coverage, 4 reports

## CAMPAIGN DISTRIBUTION AND PRICING

- Reaches 98% of all institutions.
- 5+ million retail investors via Yahoo.
- **The Large Name Database - 8 million: \$ ask.**
- **The Holy Grail Database - 470,000: \$ ask.**
- **The Elite Open Click Database - 123,000: \$ ask.**
- **Press Release Distribution:** The Cohen Press Release Multiplier TM expands your Press Releases by 5+ million people.
- **Product Marketing:** For individual companies and their products.

## BENEFITS

Our cost-effective research and distribution provides the "**Missing Link**" to give potential investors the information needed to invest in your company. The SEC encourages independent research.

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|------------------------|---|
| Research provides:     | <b>The foundation</b> for all IR and corporate communications.                                    |
| Research provides:     | <b>Price targets and valuation</b> that define corporate expectations for any public company.     |
| Research provides:     | <b>Increased ability</b> to raise capital.  |
| Research provides:     | <b>Protection from regulatory inquiry</b> regarding our disclaimer and securities analysis.       |
| Research Quality:      | <b>Only firm forecasting: IS, BS, CF for 5 years</b> - creates the <b>Cohen Price Target</b>      |
| Distribution provides: | <b>Investor awareness and corporate exposure</b> to 8.6 million potential investors.              |
| Creative Designs:      | <b>Only firm combining research, price target, and 5-year forecast</b> with Investment Awareness. |
| Consulting provides:   | <b>We build your master budget</b> to help you run your company.                                  |

## QUARTERBACK YOUR CAMPAIGN WITH US

1. Our Bull Market Creative is called a **Research Creative**. There is nothing like it in our industry because it combines our research analysis with investment awareness appeal.
2. We compile statistics of reported campaigns and follow each campaign. Our in-depth computer analysis is unique in our industry. At any given time, we know the best and worst performers on a daily and monthly basis, as well as over longer periods of time. We know the best; they know us.



3. We have excellent relationships with the many successful IR, Campaign, and Marketing firms in the U.S. and internationally.
4. As a result of having researched 350+ companies, an enormous amount of industry information and intelligence comes across our desk. We often see deals before they are put together.
5. Since we are a research firm, we are closer to and understand Company management better than most promotional firms. We know many of the senior executives of researched companies, their IR firms, and often times their consultants, attorneys and promoters.
6. There are roughly 7,900+ promoters. Approximately 710 are active. We have records on all of them that are available to very few people in the industry.
7. Our 8.6 million name email blast is powerful. 100% of our stock price blasts have gone up.

### ***Your Quarterback Campaign is as good as it gets in our industry***

- Our distribution marketing campaigns are negotiated and designed to create mass investor awareness.
- Our purpose is to create short and long-term exposure while expanding a company's shareholder base.
- We will work out an intelligent and cost-effective plan for your campaign.
- We tailor both our research fees and distribution campaign marketing to your budget and specifications.
- We can supplement our campaigns with social media; 1,000+ 3<sup>rd</sup> party websites; powerful, promoting and telemarketing firms; and other time-tested, experienced distribution outlets.
- Putting these groups together is an art and a science. We know how to do it.

### **THE COHEN PRICE TARGET™**

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Our Cohen Price Target is comprised of four, 25% equal-weighted factors, three of which assume capital is raised. It is unique to securities analysis and solves the problem of valuation and forecasted price targets for smaller companies. There is no price target calculation at our depth or similar to ours in this industry.

### **THE COHEN REVERSE-MERGER AND PIPE MODULES**

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Our Reverse-Merger and Pipe Modules analyze both public and private companies (provide pre/post reverse-merger research and PIPE analysis.) If your company is pre-reverse-merged and later traded, we will write our report pre-transaction and then create the proper price target and capital structure when your stock begins to trade.



## **D. PAUL COHEN**

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Mr. Cohen was honored as one of an elite group of securities analysts, considered by many to be the top 12 Wall Street research analysts in the United States. Mr. Cohen founded the West Coast Regional offices of Bear Stearns and Co. (trained by Si Lewis and Ace Greenberg.) He was Vice President of the West Coast Institutional offices of CBWL Hayden Stone American Express. His fellow officers were Sanford I. Weill, past Chairman of Citicorp, and Arthur Levitt, past Chairman of the SEC. Outside contracted analysts are responsible for the preparation, substance, review, and due diligence of all our research reports. These analysts are CFAs, CPAs, PhDs, MBAs, MDs and other highly credentialed analysts. They form the Cohen Brain Trust.

We are Wall Street's Number #1, Fundamental Independent Research Firm with Powerful Distribution. We invite your inquiry.

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**Disclaimer**  
**Short Cohen Research Disclaimer**  
**November 21, 2011**

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