

# COHEN INDEPENDENT RESEARCH\* GROUP, INC.

#1 Independent Research\* Firm: Powerful Distribution

\* commercial advertisement

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My name is D. Paul Cohen, CEO and President of Cohen Independent Research Group, Inc and Grass Roots Research and Distribution, Inc. The Cohen Brand name is the worldwide Gold Standard for micro cap/small cap research. We are Wall Street's #1 Independent Research Firm. We are interested in covering your company research wise and providing investor awareness distribution.

Our websites provide similar services – research, distribution, investor awareness, product marketing and consulting:

- Grass Roots Research and Distribution, Inc. ([www.grassrootsrd.com](http://www.grassrootsrd.com)) services micro cap/small cap stocks.
- Cohen Independent Research Group, Inc. ([www.cohenresearch.com](http://www.cohenresearch.com)) researches larger companies.

We entered the investment awareness market in May 2009. Our results for 40 stocks as of Dec 1, 2009 are:

- **97.5%** of all researched Stocks increased their price by **94.1%** post initiate coverage
- **82.5%** of all Stocks increased their volume post initiate coverage
- **20.0%** of Stock price increase was **100%** or more
- **80.0%** of all Stocks rose to their **highest price within 30 days**
- **25 Days Average Days** to reach Stock High Price
- **100%** of all email campaigns stocks **rose on the average of +94%**

Cohen Research and Grass Roots Research offer:

- Fundamental Research Coverage - the Cohen name is the #1 independent research firm in Wall Street
- Distribution of Research: Massive 8.5+ million potential investor distribution
- Product Marketing: for individual companies and their products
- Consulting

Our Report Prices:

- 15 Page: ask
- 20 – 25 Page: ask
- 30 – 35 Page: ask
- 50 Pages or less: ask
- 100 Pages or less: ask
- 100 Pages – 225 pages: ask
- Report and email Distribution for investor awareness – Costs Flexible
  
- HotOtc-Stockegg/Wall Street Grand-GrassRoots Elite Campaign: ask
- The Large Database 8 Million Names: \$10,000
- The Holy Grail Elite Name Database: 470,000 Names: \$10,000
- Elite Open-Click 123,000 Campaign: New Database. \$20,000 (will do \$10,000 for our first 4 clients)
- Quarterback Campaigns: Ask
- Product Marketing Campaigns: Ask

**Distribution Charges:**



Our marketing campaigns are negotiated. They are designed to create mass investor awareness, and to create short and long term exposure while expanding a company's shareholder base. We will work out something intelligent and cost effective with you for a longer term campaign. We can tailor both our research fees and distribution marketing to your specifications.

### **About D. Paul Cohen**

I was one of the original 12 Dirty Dozen analysts, considered by many to be the top 12 Wall Street research analysts in the USA. I founded the West Coast Regional offices of Bear Stearns and Co. (trained by Si Lewis and Ace Greenberg) and was head 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.

## **CORPORATE COMMUNICATIONS**

We believe corporate communication to the investment community should start with forecasted and valuation research coverage. Without 3 statement (IS, BS, CF) 5 year forecasting and 5 year valuation price targets, the investment and IR community does not have expectations for a given company. We provide in depth research, forecasting and sophisticated valuations complete with target prices. We are Wall Street's only research firm to regularly include this depth in our research report formats.

## **SEC IS PROMOTING INDEPENDENT RESEARCH**

For the first time, the SEC is actively promoting independent research for about 5,000 uncovered or inadequately covered companies. Independent research coverage is a clear need and a fact of life today. We know of no other independent research firm that comes close to the standard of excellence we set in fundamental securities analysis.

We invite your inquiry.

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