

Kriegsman Capital Advisors, LLC

TO: Prospective Client

FROM: Kriegsman Capital Advisors, LLC.
11726 San Vicente Blvd.
Suite 650
Los Angeles, California 90049

STRATEGIC PLAN FOR [PROSPECTIVE CLIENT]

- The goal is to get the stock price to \$___ a share for a sustainable period (10 out of 30 trading days).
- Kriegsman Capital Advisors to initiate coverage of [PROSPECTIVE CLIENT].
- Contact individual and institutional investors to get them interested in the stock.
- If requested, assist with raising capital, mergers and acquisitions and/or strategic alliances.
- Plan a number of domestic roadshows to have the management team meet with institutional investors and money managers.
- Roadshow efforts- Cities that [PROSPECTIVE CLIENT] should include in their roadshow calendars might include:

Chicago, IL
Minneapolis, MN
San Francisco, CA
San Diego, CA
New York, NY
Boston, MA
Houston, TX
Dallas, TX
Denver, CO
Milwaukee, WI
Kansas City/St. Louis, MO
Seattle, WA
Baltimore, MD

A combination of small lunches, meetings and one-on-ones would be ideal for optimization of time. Ultimately, we should schedule one major meeting a quarter.

- Plan a number of foreign roadshows where appropriate.
- Assist in setting up periodic conference calls every 90 days with stockholders and potential new holders. This assumes there will be some information worth talking about.
- Approach investment banks interested in having a future relationship with [PROSPECTIVE CLIENT].
- Approach investment banks, analysts and institutional holders of peer group companies and possible strategic partners directly.
- Broaden research coverage from sell side analysts (large wire houses, regional firms, and broker dealers).
- Expand media presence for [PROSPECTIVE CLIENT] in both trade and financial publications.
- Work with the [PROSPECTIVE CLIENT] management group on all of the above.