



GRASS ROOTS RESEARCH AND DISTRIBUTION, INC.

The Investor Awareness Industry's

Research Firm of Choice

**The Cohen Gold Standard Brand of Micro Cap/Small Cap
Fundamental Research**



PRINCIPAL

1. **Principal:** D. Paul Cohen
2. **Founder:** Bear Stearns West Coast Regional Offices
3. **Founder:** CBWL Hayden Stone American Express West Coast Institutional Regional Offices
4. **Mr. Cohen:** one of the original Dirty Dozen analysts, considered by many to be the Top 12 Analysts in the USA
5. **Founder:** Cohen Independent Research Group Inc. 1997
6. **Founder:** Grass Roots Research and Distribution, Inc. 2009



CORPORATE PURPOSE

1. **Purpose:** to expand a company's shareholder base with long term committed, educated investors to help create investor awareness
2. **Fundamental Research:** Cohen Research: Wall Street's Number #1 fundamental Independent Research Firm.
3. **Grass Roots Research:** Investor Awareness Industry's Research Firm of Choice
4. **Distribution:** Massive distribution
5. **Product Marketing:** Helps you market your products
6. **Quarterback Campaigns:** Multiplies distribution channels
7. **Raise Capital:** We forecast and value private and public companies, helping them to raise capital
8. **Our Websites:** Use our website to attract retail and institutional investors
9. **Consulting:** Available upon request



THE COHEN RESEARCH CULTURE

1. **Cohen Research Culture: Excellence.** We have raised the bar of fundamental securities analysis to an unmatched level in micro cap/small cap research
2. **5 Year Forecasting:** IS, BS, CF Statements – all statements
3. **3 Case Forecasting:** Base Case, Optimistic Case, Pessimistic Case
4. **Brain Trust:** PhDs, MDs, CFAs, CPAs, industry specialists, 21 analysts at different high levels of continuing education
5. **Analyst teams:** reports are normally written by teams of 2 or more analysts:
6. **Web Site:** More financial content than any Wall Street fundamental research firm. Attracts retail and institutional investors
7. **Cohen Financial and Valuation Model:** Our research engine. 300,000 cells. Unique to Wall Street securities analysis
8. **Quality:** Our research culture and quality are maintained at the highest levels in all Cohen and Grass Roots research reports.



PRICE TARGETS

1. **Cohen Short Term Price Target:** Three blended metrics include the assumption of capital raised
2. **Cohen Long Term Price Target:** Discounted Cash Flow (DCF) includes assumes a proprietary complex capital raised formulation
3. **5 Year Forecasting, 3 Cases:** Price targets include 5 year forecasting.
4. **Assumes Capital Raise:** Most small companies must raise cash to reach our projections. Therefore, our reports assume capital is raised
5. **Academic Theory:** Our price targets are academic theory and should not be relied upon.
6. **Short Term Price Performance:** Prices are often determined by general investor interest, amount of cash spent on a campaign, and the business model of a given company



REPORT PRICES

1. 15 Pages: \$7,500
2. 20 – 25 Pages: \$11,500
3. 30 – 35 Pages: \$15,000
4. 50 pages or less: \$29,500
5. 100 pages or less: \$39,500
6. 100 – 250 pages: \$49,500



DISTRIBUTION

1. **Research Distribution:** 5+ million retail investors, 98% institutions through research network only available to research firms.
2. **Direct Distribution to Investors:** Large Database and Holy Grail Database. Options: includes 26,000+ stockbrokers, 50,000+ individuals at institutions. Includes industry databases. Other industry specific databases
3. **Quarterback Campaigns:** Combines distribution firms for customized campaigns
4. **The Cohen Press Release Multiplier Distribution:** Expands the target markets and eyeballs for you press releases.
5. **Product Marketing:** We create hard copy mail combined with email marketing programs to industry groups and demographic worldwide areas.
6. **IR/PR Programs Distribution** Working with company's IR, PR programs
7. **Web Based Distribution:** We have more financial content than any fundamental research firm on Wall Street. Investors can use our website for daily stock market trading and investing.
8. **Private Meetings Distribution:** One on one meetings at public events



DISTRIBUTION

Prices

1. The Large Database: ask
2. Holy Grail Database: ask
3. Oil/Energy Database: ask
4. Green Technology Database: ask
5. Biotechnology Database: ask
6. Health Care Database: ask
7. Technology Database: ask
8. Consumer Industry Database: ask
9. Customized Targeted Industry Databases: ask



PRODUCT MARKETING:

to help you build your business

1. **Business Data:** Email, Phone, International Data available – large lists
2. **Consumer Data:** Homeowners, Consumers, Public Records, Responder Information, Financial Magazine Subscribers, Investors
3. **Email Marketing:** Full turnkey direct mail, targeted data, print
4. **Direct Print Mail:** Full Turnkey, Printing, Addressing, Postage, Mail Tracking,
5. **Internet Marketing:** Full Campaign, Pay per Click, Search Engine Optimization, Lead Generation, Web Site Creation, Social Networks, Facebook, LinkedIn, Twitter, blogs etc.
6. **Campaign Management:** Build your business campaign consulting
7. **Spokesperson Video:** Celebrity, can be shot at confines of your company
8. **Media:** Print, TV, Video, Infomercial, Newspaper, other media
9. **Multi Source Industry/Business Databases:** Marketing email, hard copy direct mail, email
10. **Prices:** Negotiated



Cohen PERFORMANCE

Cohen Research: between November 2002 and December 2008

Highest price within 30 days after initiate coverage: +36.2%

1. Performance achieved without investor awareness promotion.
2. We do not accept all companies as clients
3. We select companies with solid management, access to cash, a differentiating product line, competitive position, strong industry, market demand and strong company fundamentals
4. Occasionally other analysts pick up coverage after our reports are released
5. Sometimes investors buy our initiate coverage releases because of our performance record
6. In 2009 we stopped our performance calculations.



THE INVESTOR AWARENESS INDUSTRY'S RESEARCH FIRM OF CHOICE

1. www.grassrootsrd.com. If a campaign wants the best, we invite interested parties to compare our services with anyone else in the industry.
2. **Reports help protect against regulatory inquiry:** Our reports are academically defensible.
3. **Price Targets:** The Cohen Short Term Price Target: The Cohen Long Term Price Target. Our price targets are calculated by 5 year 3 statement forecasting.
4. **Grass Roots central website for your company's story:** Web roadmap for your story: Your report, PR Release, your website, your stock statistics
5. **Our website:** A sophisticated website for the savvy investor. Simple to use for the retail investor. It has it all plus more. It is **FREE** of charge.
6. **Invitation:** We invite you to spend time on: www.grassrootsrd.com



ISSUER PAID RESEARCH

1. The SEC has encouraged research coverage for 5,000+ companies that have no coverage, or whose coverage is inadequate
2. Wall Street has and will continue to go through a major restructuring
3. Many analysts are now out of work
4. Fewer research analysts have created a significant drop in coverage for many public companies
5. There is a vacuum of information for many important companies that do not have research coverage
6. Independent research is a fact of life. It is here to stay.



THE COHEN FINANCIAL AND VALUATION MODEL

1. Our Model is the largest and most comprehensive fundamental research model built in Wall Street
2. The Model powers our analytical research engine
3. We have put certain CFA and CPA constructs into our Model
4. 300,000+ cells in excel
5. 213,000+ different formulas
6. 100+ charts, graphs and tables
7. 28 Different Valuation Methods – Creates Price Targets
8. 5 Different Cash Flow Methods
9. PIPE and Reverse Merger Modules Section



CONCLUSION

1. Grass Roots Research and Distribution, Inc is the **Investor Awareness Industry's Research Firm of Choice.**
2. We use the assets of Cohen Independent Research Group, Inc.
3. Distribution: Massive contact campaigns, retail, institutional, stockbrokers, IR/PR firms is unique within the industry
4. References will be furnished upon request
5. Maintain Wall Street's highest research quality
6. Continually raise the bar of research* excellence



DISCLAIMER

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