



*“Building Shareholder Value Through Proactive Communications”*

## Case Studies

**House of Taylor Jewelry, Inc.** NASDAQ

Sector: Jewelry, Retail

Objective- Establish market awareness and liquidity for new public entity.

**HOUSE of TAYLOR™**  
JEWELRY

It was our honor to work with House of Taylor Jewelry on their exciting new project - building a new brand in the jewelry business. Working with co-founders Dame Elizabeth Taylor and Kathy Ireland, there was plenty to build around.



During the campaign Capital Market Relations established liquidity in the market for House of Taylor Jewelry from the company's inception. CMR introduced the company to leading banking and funding sources and effectively lowered the company's cost of capital - giving the client a rare opportunity to finance at a **premium to the market**.

House of Taylor Jewelry became a "Wall Street Darling," and raised over \$14 million to launch the brand with a market cap valuation of over \$160 million - pre-revenue.

Providing full service investor relations services to HOTJ, CMR helped the company develop a thorough executive summary, drafted all press releases and choreographed a proactive IR campaign earning "Buy" recommendations from leading financial newsletters.

Over the course of the IR campaign investors drove the stock price from \$5.00 to \$7.00 with first year revenues approaching \$30 million.

The investor relations campaign was considered a success, as CMR was able to assist in financing the company's operations through banking introductions, provided ongoing news and communications services that helped fuel trading volume and market recognition, and helped to drive the stock price higher .



**Tasker Products, Inc.** OTC BB

Sectors: Biochem, Consumer

Objective- Establish market awareness and liquidity for new public entity.

Tasker Products was trading at \$0.25 when the campaign began in May of 2003. The Company had a \$4 million valuation with average volume of 2,000 shares a day.

The investor relations campaign started with the launch of the "world's first breath drink," Breath Repphresh. Capital Market Relations made an immediate impact in the market when the stock more than doubled and TKER's average volume grew to over 50,000 shares in the first month.

Within the first minute of the launch of a Video News release, Capital Market Relations set up an interview on CNN. CMR brought in key institutional players who initially invested \$3 million into Tasker Products. Capital Market Relations was successful in helping Tasker lower its cost of capital significantly.

Subsequent financing of \$15 million from additional investors led to the acquisition of Pharlo Citrus Technologies, an R&D company with disruptive chemical technologies. In 2005 TKER reached a 52-week high of \$4.92 with a \$300 million market capitalization. Average volume had peaked to over a million shares a day. The key drivers for the investment were based on the company's intellectual property portfolio, which at the time were pending USDA approval.

■ TASKER PRODUCTS CORP  
as of 4/5/2005



# Case Studies

Continued



## Renaissance Capital Growth & Income Fund III AMEX

Sector: Convertible Closed-End Fund.

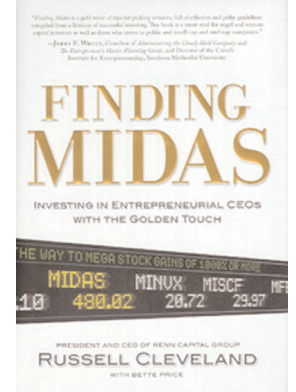
Objective- Establish market awareness and liquidity for a leading Closed-End Fund.

During the campaign, CMR helped to build significant shareholder value for one of the nation's top ranked convertible growth & income funds. At the beginning of the campaign RCG was trading at a 37% discount to its Net Asset Value.

After launching the investor relations campaign RCG moved to a 10 percent premium over its Net Asset Value. Renaissance Capital's performance ranked No.1 among all convertible closed-end funds.

Russell Cleveland, CEO was introduced as an expert commentator for the small cap market and he began appearing on CNBC, CNN, Bloomberg and CBS Marketwatch. The investor relations program led by CMR was so successful that it was referenced in a case study, "Best Practices On How To Narrow the Discount." This private study was funded by members of the closed-end fund industry with Thomas Herzfeld's firm ("Mr. Closed-End Fund,") conducting the research.

CMR's president Chris Rosgen has personally provided investor relations services for Renaissance Capital since 1998 and continues to help build shareholder value through proactive communications.



## Tri-Valley Corporation AMEX

Sector: Oil & Gas.

Objective: Increase market exposure and trading activity, move company to AMEX.

The campaign began with Tri-Valley's stock trading on the OTC bulletin board at \$3.00. The investor relations objectives were to help this undervalued, profitable company reach AMEX listing requirements and obtain a minimum \$4.00 share price. The company is led by Lynn Blystone (pictured at right), one of the most proactive CEOs we have had the honor of working with.



Within the first two months, Tri-Valley stock moved up to a 52-week high of \$6.82. TIV was successfully listed on the AMEX exchange. The key driver for investment was news of Tri-Valley's potential natural gas discovery, estimated to be the second largest in California since 1948. During the campaign TIV's average daily volume grew from under 10,000 shares daily to over 100,000 with peak volume reaching over half a million shares. TIV's market capitalization doubled providing investors with tremendous shareholder value.



## China Bio Energy Holdings OTCBB-NASDAQ

Sector: Bio-Diesel Renewable Energy

Objective: Increase exposure for a newly listed company

The investor relations objectives were to help this undervalued, profitable and growing company reach NASDAQ listing requirements with a minimum \$4.00 share price.

Within the first month, China Bio received a coveted "Buy" recommendation from the China Dispatch with a detailed 6 page research highlighting the company's prospects for outstanding growth. With the help of CMR's retail efforts CBEH now meets the shareholder requirements to list on the NASDAQ exchange. A key driver for investment was news of record revenue and earnings successfully delivered by management.

During the campaign CBEH average daily volume grew from under 5,000 shares daily to over 15,000 by the next quarter.

