

Closing Bell Online - Services Portfolio

Closing Bell Online *Creating Opportunities for Growth*

Closing Bell Online is a financial forum focused on the small cap and micro cap markets. We specialize in identifying emerging growth companies, especially recent entrants to the public stock markets.

After an appropriate due diligence process, we begin to build awareness of these promising new stock opportunities within the financial and investment communities. This website is designed to be a valuable resource to find information on small cap and micro-cap stocks trading on the OTCBB and Pink Sheets bulletin boards



ClosingBellOnline.com is dedicated to bringing forward emerging growth companies in the early stages of public trading. We initially work with the senior management of selected companies, and identify an appropriate path to growth and the role that can be fulfilled by the public equity markets. After an appropriate due diligence process, we begin to build awareness of these promising new stock opportunities within the financial and investment communities. This is accomplished by a combination of different marketing programs and advertising mediums best matched to each Company.

The financial press typically only provides coverage of the largest 5,000 to 6,000 stocks on the major exchanges. The small cap and micro cap markets are seldom covered. Yet it is within the small and micro cap markets that you will often find companies poised on the brink of success. These are companies that may be growing their top line revenue with strong double digit growth rates, or have proprietary assets or intellectual property that are just coming to market for the first time. Getting to know these company's is vital if you are looking for an investment that can truly take off and return handsome rewards. That, of course, is the attraction of investing in micro-cap stocks.

All successful companies start out small, and it is from these beginnings that future stock market stars are born. It is not unusual to see an OTC stock trading at \$0.50 that moves to \$2.00 in a short period of time. That type of growth potential is seldom seen on the senior boards.

In many cases, a growth company has been vended in to an existing publicly traded shell, and it is vital to begin to inform people that the company is now active and has prospects for growth and success.

Investor Relations/Awareness Programs

Getting your story out to potential investors is vital to success.

At Closing Bell Online (CBO), we believe how you tell the story is a critical key to build liquidity. When we work with a client, we spend significant time researching the company, understanding it's business model, it's key success factors and then communicating meaningful information to potential investors.

Although all services are modified to the specific needs of our Clients, the following are representative services provided by Closing Bell Online:



Media/Promotion Services:

➤ **Basic awareness package**

\$25,000 initial 90 day campaign
\$3.500 monthly

- Management strategy session and development of Client campaign objectives and scope
- Develop in-depth company profile
 - 1 Profile update within first 12 months
- Develop promotional 'tear sheet'
- Promoted for one year on Closing Bell Online (CBO)
 - PDF downloadable profile
 - Rotating feature (Initial feature 2 weeks)
 - Monthly Press Release from CBO
 - Links out to Client website
 - Banner ads rotated on CBO website
- Dissemination of up to 4 press releases per month (500 words)



- Development of e-mail corporate mailer and distribution to CBO member database (1 mailer per quarter).

➤ **Press Release Programs**

Ask for quote

- CBO will work with you to develop one or a series of approved press releases distributed through major newswires to reach your target audience.
- We offer the Client options, including dissemination only, editor review, complete drafting, publication and/or total project management.

Traditional/Digital Marketing Campaigns:

By their creative and volume driven nature, prices of marketing services are provided after thorough understanding of our Client's goals and objectives. CBO is committed to service excellence and competitive pricing.

Ask for quote

- **Website deployment** - In addition to our own portfolio of websites, we have relationships with a wide variety of OTC investor related websites. This allows us to offer our Clients extended reach with a coordinated communications strategy that develops synergy to maximize exposure
- **Email campaigns** - We can execute targeted email campaigns that reach OTC investors, using our own database, as well as accessing other focused email databases. We will craft high impact HTML emails that will cut through the clutter with superior creative execution
- **Journalistic articles** - CBO can write in-depth or topical articles relevant to your company. These can draw additional attention to your company, and can be submitted to a variety of online forums and print media.
- **Multi-media presentations** - CBO can develop hard-hitting television or presentation pieces that can combine CEO interviews with synchronized PowerPoint or flash presentations. This is much more effective than traditional audio only interviews



- **Banner ads** - We can deploy Internet banner advertising, linking back to your website, in a variety of high-impact formats on our own as well as strategic partner sites.
- **Opt-in email campaigns** - CBO can execute strategic e-mail campaigns to targeted databases. These have a proven history of developing short-term interest in micro-cap stocks.
- **Direct mail campaigns** - In the right circumstance, it is worthwhile to invest in a direct mail campaign targeted to small cap investors. Although relatively expensive, these campaigns can be extremely effective in developing interest and liquidity in your stock.

Corporate Websites

- Comprehensive search enabled website
 - Maximum ranking architecture
 - Multiple Databases
 - Content Development

\$10,000 one time charge

- Monthly maintenance service
 - Unlimited updates
 - Redundant hosting - 99.9% availability
 - Link management
 - Engineering changes

\$2,500 monthly

- Qualified traffic development
 - Qualified traffic per 10,000
 - Link Development program
 - Pay-Per-Click
 - Google Ad-words

Ask for quote



Business Services

- **Corporate Identity Services** - CBO offers a full service corporate identity service. We will help define the core values, emotional levers, personality and defining what your company means to its various stakeholder groups.
 - Logo development
 - Design application for comprehensive uses in stationary, electronic and other applications

Ask for quote

- **Investor Relations Services**

- Professional response to e-mail, written or telephone inquiry
- Dedicated telephone number
- Monthly activity reporting to Client
- Monitor press and Internet Client comment



\$3,500 monthly

- **Strategic Planning Services**

- Facilitated planning meetings
- Investor level business plan development
 - Business plans may be developed at different levels of sophistication (from operational use to investor presentation) depending on Client needs.
 - Plan based PowerPoint
- Marketing plan development
- Financial plan development

Ask for quote

- **Consulting Fees** - Should CBO consultants be engaged for developmental projects:
 - Hourly rates are \$150 inclusive of office materials expense
 - Other project expenses requiring Client approval are:
 - Travel and living expense – actual
 - Project expenses – actual
 - CBO project billing practices are:
 - One third of contract costs as a retainer to initiate the project

- One third of contract costs at benchmarked midpoint of project
 - One third of contract costs at completion of contract
- Should projected costs vary +/- 10% of the contract estimate CBO and the Client will resolve the variation through negotiations.