

CASE STUDY

THE START

- Commenced services in January 2003.
- Stock had a market cap of \$240 million, institutional ownership of 72%, and an average daily trading volume of 138,000 shares.

OUR ONGOING ROLE

- Created positive, understandable positioning statements to investors, the media, and employees.
- Arranged meetings with buy-side professionals and sell-side analysts in major cities, as well as opportunistic meetings at HQ in West Palm Beach and U.S. manufacturing plants.
- Introduced new presentation format for corporate news releases to clearly and accurately announce business developments, and reinforce key corporate messages.
- Developed and regularly updated Corporate Profile and Power Point presentation.
- Regularly featured Jacuzzi Brands in The Equity Group quarterly newsletter.
- Assisted in the upgrade of the IR section of the Company's website.
- Unburdened management of certain administrative IR duties, and supported internal VP of IR.

THE RESULTS

- Generated new sell-side research coverage, institutional ownership rose to 86% at 9/30/05, average daily trading volume of 500,000+.
- The Equity Group received the "Award of Excellence" from the International Association of Business Communicators for its work on Jacuzzi Brands' IR campaign.
- In October 2006, Jacuzzi Brands announced a \$1.25 billion merger agreement with affiliates of Apollo Management L.P. Shareholders to receive \$12.50 per share in cash.
- The Equity Group drafted various deal-related communications, including press releases, investor Q&A, corporate fact sheet, internal employee communications, and positioning statements.
- Jacuzzi Brands closed merger in February 2007.



CLIENT TESTIMONIAL

"After transforming from a conglomerate to a focused operating company, we knew the time was right to commence a proactive investor relations effort. We interviewed several firms, including 'big name' agencies, but were drawn to The Equity Group because of their experience, contacts, the longevity of their client relationships and the recommendations they received from professional investors. It is hard to imagine a company being more responsive than The Equity Group. We have always felt like Jacuzzi Brands is The Equity Group's only client. We are never asked to wait and are always treated as though our needs are the most important. We were thrilled to learn that The Equity Group was recognized by the International Association of Business Communicators with its 'Award of Excellence' for communications excellence on behalf of Jacuzzi Brands."

DIANA BURTON
Vice President Investor Relations
Jacuzzi Brands (NYSE:JZZ)

MEDIA SUCCESS

