

CASE STUDY



THE START

- Commenced services: September 2006.
- Market cap: \$130 million.
- Research coverage from one sell-side analyst.
- Institutional ownership: 23%.

OUR ROLE

- Draft written communications including news releases, corporate profiles, conference call speeches and Annual Report.
- Arrange investor meetings throughout the U.S. including at LSB headquarters, plus teleconferences with buy and sell-side investment professionals.
- Pitch investment conference decision makers to secure speaking slots for LSB.
- Relieved management of administrative IR duties – respond to phone/e-mail inquiries, fulfill requests for investment materials, handle logistics for investment conferences and quarterly earnings conference calls/webcasts.

RESULTS

- Market cap reached \$600 million.
- Research coverage includes Avondale Partners, Sterne Agee, Canaccord Genuity, Roth Capital Partners, Northland Capital Markets, and Sidoti.
- Institutional ownership increased to 64%.
- Convertible preferred and convertible debentures converted into common stock.
- Feature story in Business Week's *Inside Wall Street* column.
- Featured on "Mad Money" TV show.
- Named to Business Week's list of Hot Growth Companies, Forbes' list of the Best Small Companies and Fortune's list of the Fastest Growing Companies.
- Included on the Russell 2000® and 3000® and S&P SmallCap 600 Indexes.
- Listed on the NYSE.

CLIENT TESTIMONIAL

"If you want to rev up your investor relations program, The Equity Group is definitely the way to go. At LSB we traditionally had a very passive approach to the investment community. We recently hired the Equity Group, and almost immediately we were in the midst of a proactive and highly professional IR effort. The Equity Group led us step-by-step through a disciplined approach to develop a full blown program. In the process, The Equity Group management quickly became integral to the program, and an important part of the LSB team. Everyone we have worked with at Equity Group are real 'pros' and I cannot imagine an in-house IR person being any more knowledgeable, involved or proactive than The Equity Group account manager assigned to us. We have come to rely on The Equity Group and are extremely happy with the decision we made."

BARRY H. GOLSEN
President & COO
LSB Industries, Inc.
(NYSE: LXU)

MEDIA SUCCESS

