

CASE STUDY

THE START

- Commenced services: September 2006.
- Market cap: \$130 million.
- Research coverage from one sell-side analyst; six institutional holders with 100,000 or more share stakes.

OUR ROLE

- Draft and/or work with management on 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 of \$413 million.
- 31 institutional holders with 100,000+ shares.
- Research coverage initiated by Avondale Partners, Sterne Agee, Canaccord Adams, Roth Capital Partners, Jesup & Lamont and Northland Securities.
- Convertible preferred and convertible debentures converted into common stock.
- Feature story in Business Week's *Inside Wall Street* column.
- Featured on Jim Cramer's "Mad Money" TV show.
- Named to Business Week's list of Hot Growth Companies and Forbes' list of the Best Small Companies.
- Included on the Russell 2000® and 3000® Indexes.

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)

STOCK PERFORMANCE

