

CASE STUDY

THE START

- Commenced services in March 2003.
- Market cap: \$26.5 million.
- Essentially no investor relations website.

OUR ONGOING ROLE

- Present CPI's unique industry niche and financial strengths in all communications, including news releases, Annual Reports, conference call scripts and presentations.
- Capitalize on CPI's micro-cap status and strengthening fundamentals as a growth story to interest institutional investors with meetings resulting in New York, Boston, Los Angeles, San Francisco, Baltimore and Philadelphia.
- Arrange for management to present at institutional investment conferences.
- Also arrange teleconferences with investment professionals and visits to corporate headquarters.
- Introduced CPI to institutions, which subsequently purchased 500,000 shares from retiring founder.
- Created Corporate Profile, which we update quarterly for use in targeting investors.
- Relieve management of administrative IR duties, including responding to numerous phone/e-mail inquiries from individual investors, requests for investment materials, list maintenance, and conference call organization.

RESULTS

- Market cap more than doubled at peak.
- Five institutional holders with 100,000 or more shares, and many with smaller positions.
- Featured in key business media including The Wall Street Journal, Reuters, Crain's, as well as on WLIW (Long Island's PBS Station); regular coverage in the trade and local press.

CLIENT TESTIMONIAL

"I am convinced that we made the right decision when we engaged The Equity Group. I can devote more time to growing our business, having been relieved of many of the time-consuming IR functions that preoccupied too much of my day. You have done an excellent job writing and editing our press releases, Annual Report, and Corporate Profile. With your guidance and supervision, the IR section of our website has been completely overhauled into a useful investor tool. I am also impressed by the quick turnaround time and responsiveness, the caliber of the output, the good advice, and the initiative that we get from our team at The Equity Group. I look forward to a long, mutually productive relationship."

EDWARD J. FRED
President & CEO
CPI Aero (NYSE AMEX:CVU)

MEDIA SUCCESS

