

CASE STUDY

THE START

- Commenced services in 1989.
- Market cap was less than \$10 million.

OUR INITIAL ROLE

- Wrote and disseminated all news releases.
- Pitched Company and industry stories to the media.
- Arranged select meetings with the financial community, and prepared corresponding presentations.
- Handled investor/prospective investor calls, requests for information, list maintenance and other administrative IR duties.

OUR MORE RECENT ROLE

- Implemented more proactive IR campaign began in 2001. Focused on buy-side; also targeted industry sell-side analysts.
- Initiated quarterly conference calls and webcasts.
- Prepared Corporate Profile for use with investment community, as well as general business purposes.
- Additional proactivity with the media.

RESULTS

- Steady increase in stock price, with market cap reaching \$670 million.
- Institutional ownership increased from less than 5% to 58%.
- Research coverage initiated by Buckingham Research Group, Sidoti & Co., Stonegate Securities and Soleil Securities.
- Regular media coverage of Company news; feature stories in key business and trade publications.
- Added to the Russell 2000® and 3000® Indexes and the Standard & Poors Small Cap 600 Index.
- Listed on the New York Stock Exchange.

CLIENT TESTIMONIAL

"As we move at an accelerated pace of industry growth, we sometimes forget to reflect upon and acknowledge those whom have been so instrumental to our success. When American Vanguard began its relationship with The Equity Group in 1989 we had little knowledge and no exposure to the investment community and business media. With your communications skills and vast contacts we are now enjoying the fruits of your labor and education. Though investor relations is important to all public corporations, it takes a certain expertise to handle some of the challenges our industry and company have experienced. The Equity Group has guided both American Vanguard and its investors for many years and we look forward to continuing our relationship for years to come."

ERIC G. WINTEMUTE
President & CEO
American Vanguard Corporation
(NYSE:AVD)

MEDIA SUCCESS

