

“You can’t build a reputation on what you are going to do”  
(Henry Ford)

## Case Study

### Striking Gold – In Many Ways!

#### Scenario:

- Many investors had turned away from a long-running mining story as it had been full of promise but short on delivery.
- However, the company was sitting on a former producing gold mine, the inner workings of which had not been seen or appreciated by the general public.
- The company lacked the financial resources to conduct proper work and drilling programs.

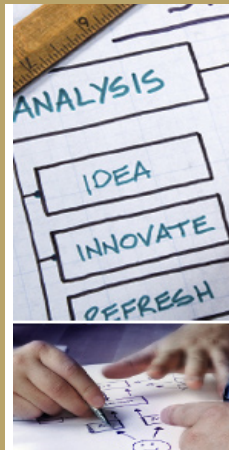
#### Kicking into action:

- ✓ June 2009 – HG maps out a plan for a video mine tour. The stock is languishing around \$0.15.
- ✓ The messaging: There is gold and numerous visible high grade veins underground. The question is, how much gold?
- ✓ Activities: A large amount of on-site and & underground video was recorded in a “walking tour” conducted with the chief consulting geologist. The video was edited utilizing visual high-lights and the geologist’s audio (no narration) to address the potential of the project. In late June HG introduced the tour through its Insight client commentaries as well as advising various online resource and micro-cap investing groups.

June 2009 – January 2010

#### The Results:

1. Within weeks of the start of the online campaign, over 1,500 people viewed the video & read the commentary. Activity continues over the next six months with company news releases complimented by events created by HG.
2. The stock moves up quickly breaking through \$0.40 in mid-July 2009.
3. HG utilizes the video as a tool to introduce the company to potential financing sources.
4. September 2009, \$2.1 million is raised through a long-standing HG relationship. The firm subsequently raises \$4+ million for the company.
5. The HG relationship introduces the company to a highly successful mining entrepreneur who ultimately becomes a director and then assembles his own team to take the project to a new level.



1. Mine Tour
2. 2696 Grams / Tonne
3. Level 257
4. White Claim
5. Investment Firm
6. Ron Gold
7. 43-101
8. Investor conference
9. Aggressive drill program
10. Technical Trading
11. Director interview

Our process means we are part of the team and not just consultants.  
There are clear reasons why our relationships last for years.