



Case Study

There's More To News Than Just Releases!

September 2009 – December 2009

Scenario:

- A relatively unknown green tech story that is approaching profitability, a proven energy saving product and a distribution network around the world.
- Stock plunged to pennies with the economic chaos and market disappointment with slower than expected growth.
- Investor & broker distress on the heels of a \$7.5 million raise @ \$1.50/share.
- In September 2009 the company signs The Howard Group and is trading at \$0.12 / share and has an average daily volume of 56,000.

Kicking into action:

- ✓ The messaging: Time was spent to simplify and clarify the messaging. Leverage “green” appeal in the marketplace.
- ✓ Activities: Built marketing materials - investor presentation, fact sheet and “Introduction from The Howard Group.” Push materials to online communities, targeting retail investors. Client presents at HG “Opportunity Knocks I” Conference, video leveraged through online world. Extremely active meetings in Toronto & Montreal.
- ✓ As information is the fuel for the online retail investor world, HG exploits opportunities to go beyond “the news release” by providing common language blog commentary as well as supplementing the flow with events created by HG.

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| 1. Oct. 06 - Company Obtains Critical Australian Green Star | 6. Nov. 24 - Client Eyes Swiss Hotel Industry With Signing Of Exclusive Distributorship |
| 2. Oct. 14 - Companys Energy Efficiency Technology Provides “Green” Cost Savings to 7-Eleven in the Philippines | 7. Nov. 26 - Green’s Looking Lush to Lawrence Roulston |
| 3. Oct. 21 - Sainsbury’s Expands the Implementation of Company Energy Saving Module(TM) | 8. Dec. 01 - Signs Distribution Agreement With Largest Chiller Service Specialist in the Middle East |
| 4. Oct. 30 - Howard Group Investor Conference Now Available Online | 9. Dec. 23 - United States Government Awards GSA Contract |
| 5. Nov. 23 - Company Hits Toronto & Montreal Investment Community | 10. Dec. 24 - Announces Stock Option Grant |



The Results:

1. Stock moves to over \$0.32/ share, the average daily volume jumps to over 111,000 shares.
2. Stories on company picked up by Clean Tech newsletters.
3. Retail investing audience is the primary driver.