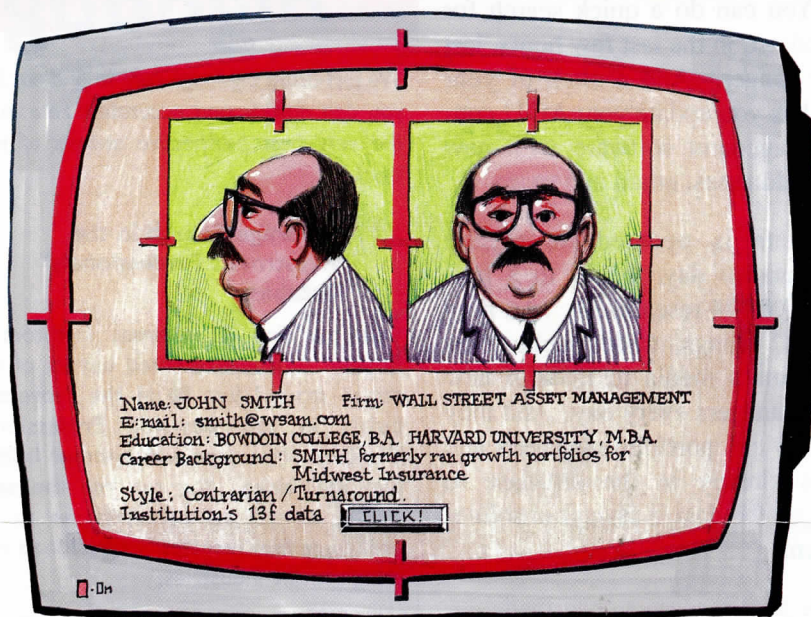


Investor Relations/Institutional Sales



By Chris Bodenchak

HOW A NEW SECRET WEAPON HELPS YOU TARGET KEY MONEY MANAGERS

Get face-to-face using powerful Internet tool

You sit at your computer. You log on to the Internet, hit a couple keys, and in a matter of seconds you have all the information you need on decision makers who are actually interested in your stock. A pipe dream? Believe it or not, this kind of instant, precise targeting is now possible. Welcome to the new world of big dough, as in bigdough.com, an Internet tool which will change the way you do business. Wall Street professionals who've joined the service are downloading detailed, up-to-the-minute intelligence from a database of 2,795 worldwide institutional investment firms and hedge fund managers, 17,240 portfolio managers and buy-side analysts (including 1542 dedicated traders) — and their stock holdings. Oh, did we mention it's free?

Point your browser to www.bigdough.com/free and see for yourself. There, you can obtain a private passcode, which lets you join investment bankers, institutional salespeople, public companies, executive recruiters, investor relations consultants, public relations consultants, and money managers who swear by this powerful Internet database.

"I couldn't or wouldn't run the IR department without bigdough.com," says Nancy Kyle, Director of Investor Relations for Kulicke & Soffa Industries, Inc. "I need instant access to an accurate database and bigdough has it."

From her Willow Grove, PA office, she can roam the country (and

beyond), peering—in effect—behind closed doors and getting detailed information on potential investors, their backgrounds, their investing styles and their holdings. Before setting up a roadshow, Kyle creates a precisely customized database of key prospects from the thousands out there, and then with a click of her mouse, sends them a personalized email inviting them to come hear her story.

"I can select by city, and choose firms using a number of parameters. Do they make investments in our sector? What's their market cap? Do they maybe own one of our peers, but not us? It's so easy to set up appointments."

Bigdough has email addresses for approximately 80 percent of the staff in the database, and at least one company has successfully bumped up its stock value using this data. Garret Krause, CEO of public venture capital firm Sara Hallitex Corp (SHAL), attributes last April's 50 percent stock surge to a targeted e-mail the company distributed through bigdough.com.

"There were no announcements or any notable events during that period," says Krause. "As far as I could tell, the stock price move was a result of the bigdough communication."

When you log on to bigdough.com, you simply point and click to choose your own criteria, such as location, industries or sectors covered, investment style, asset value, portfolio turnover and more. You can search for specific staffers, specific companies, and/or holders of particular stocks. There's even a keyword search, which lets you identify firms with a particular phrase in the description of their investment approach.

Then, check out the information: details such as amounts managed, average P/E ratios and turnover,

(continued on next page)

detailed descriptions of investment approaches, and up-to-date stock holdings data. You can also call up personal information on individual money managers, including direct phone, fax and email addresses, investment coverage and style, specific funds managed, and even academic and employment histories.

For example, bigdough.com can tell you exactly who in an investment management firm is assigned to follow a particular industry sector. Or you can find everybody in Boston who invests in a particular Internet stock and quickly determine whether they're a growth or momentum investor. Armed with that detailed information, you knock on the door with a lot more confidence.

"You can make one stop at bigdough and get everything you need," says Milena Pizzolo, Director of Research for a New York firm. "You find coverage you won't find in other resources out there, or if it is covered elsewhere, it's usually not as detailed or as in-depth. It's extremely user friendly and very helpful to us every single day."

What else can bigdough offer?

Reports

"It's easy to download from bigdough right into Excel," says Nancy Kyle. She creates a database of investors who own her firm's stock, then manipulates it any way she chooses, outputting reports by total ownership, investor style and more. "I can prepare reports in virtually any format senior management requests."

Staff updates

Logging onto bigdough.com keeps

you up-to-date on buy-side staff turnover and changes in stock holdings. You can do a quick search for staff updated in the last few hours, last day, or longer. And a click of your mouse lets you update your ACT! contact management software with new names, addresses, email and more.

The data is updated throughout every business day, thanks to a full-time staff of 24 researchers, who pore over SEC filings, trade publications and the mass media to unearth new money managers every day. And they personally call portfolio managers and analysts already in the database to make sure the data is always absolutely current.

Hedge fund managers unearthed

Bigdough members can also access a comprehensive database of 1,689 hard-to-find hedge fund managers. These guys account for tens of thousands of large trades in a single day and represent one of the most lucrative markets for institutional brokers, research firms, investment bankers, public companies and consultants.

Sell-side analyst database

IR professionals have welcomed the addition of 421 brokerage firms and 6,147 sell-side analysts. By using such criteria as "investment center" and "sectors covered", they can track down analysts to follow their stock.

But using the site is the best way to determine what features will deliver the most for you, and fortunately, you can now log on for free. Log on to www.bigdough.com/free and start making big dough.

How to score big with bigdough

We test-drove bigdough.com to find out how you can quickly and accurately zero in on the very best prospective owners of your stock.

#1) Coverage Search in the "Investment Professionals" Database

Want to find all Internet investors in Boston? All value-oriented buyers of real estate stocks? Just fill in the "coverage" boxes in the Buy-side Professionals Database. Fine-tune with another field or two, and bingo. You can run the same search on the sell-side database to get brokerage firm research professionals covering specific industries.

#2) Peer Group Searches

This shows you investors who own similar stocks but not yours. Go into the "Stock Ownership Search" area and enter the stock. On the next screen, hit "Peer Group Search". In the fields provided, enter the symbols for the comparable stocks. Within seconds you get a table or Excel spreadsheet showing each investor that owns at least one of these stocks, and the amount owned. With a few clicks you can zero-in on the staffer that would follow your stock.

#3) "Show People Who Cover My Industry But Don't Own My Stock" Search

We discovered this highly effective targeting trick. It gives you the portfolio managers and buy-side analysts that cover your industry but don't own your stock. Enter a stock in the "Stock Ownership Search" screen. On the next screen, click the "Coverage" checkbox under "View". Next, choose your industry to get a listing of the institutional owners of your stock, along with detailed information on staff covering your industry Good stuff. But now, click on one of two "Prospect" buttons (table or Excel) and get a complete and detailed listing of p.m.'s and analysts that follow your stock but don't own it. Talk about prime prospects. Contact them or research them one-by-one, send the entire group a personalized e-mail message, or import this list into your favorite contact manager using Excel's output function.

Log on to
www.bigdough.com/free
to obtain your free bigdough.com private
passcode.