



**CATALYST INVESTMENT RESEARCH™**  
*Combining Shareholder Activism & Deep Value Company Analysis*

## Research Uncovers Fundamentally Solid Companies With A Value Investment Catalyst Driven By Activist Investors

Exclusively offered to no more than 50 subscribers in 2010, *Catalyst Investment Research™* singles out companies with extraordinary value potential where activist investors have taken sizeable investment positions and are pressing management to unlock hidden pockets of value.

Recent academic studies show that stock prices of companies targeted by activist investors earn 10.2% average returns during the period surrounding an activist's ownership disclosure and an additional 11.4% abnormal return during the following year.\* Other independent research reveal companies in which activists gained board seats outperformed peers by 1660 basis points (16.6%) from the date of the contest through a year after the election date.\*\*

*Catalyst Investment Research™* closely monitors the investments of more than 50 event-driven activist investors and finds the best of these investment opportunities with a near-term catalyst for value improvement.

With daily emails, weekly summaries, in-depth company analyses, quarterly buying & selling updates, and special research reports, subscribers identify undervalued companies with the potential to generate outsized returns. In addition, subscribers receive a copy of *The Shareholder Activism Report* (a 400+ page comprehensive report on activist investing) and gain access to *The Shareholder Activism Resource Portal* and our network of specialists - including our research analysts and consultants, research professionals and the activist investors themselves - through one-on-one meetings, conference calls, regularly scheduled luncheons and annual conferences.

\* Source: *Journal of Finance* "Entrepreneurial Shareholder Activism: Hedge Funds and Other Private Investors"

\*\* Source: IIRC Institute "Effectiveness of Hybrid Boards"

**"Catalyst Investment Research not only finds where the hidden gems are buried, but also brings along the excavation equipment to help dig up the value."**

-Ron Orol, MarketWatch;

Author of *Extreme Value Hedging: How Activist Investors are Taking on the World.*

**Stocks featured in Catalyst Investment Research™ reports have gained as much as 280% in value within 30 days.**



**Publications Recently Featuring**  
Hedge Fund Solutions

THE WALL STREET JOURNAL.

The McGraw-Hill Companies  
**BusinessWeek**

**FT .COM**  
FINANCIAL TIMES

**The New York Times**

INTERNATIONAL EDITION  
**Newsweek**  
Our Voices. Your Voices. Every Day.

**CNN Money.com™**  
A Service of CNN, Fortune & Money

**CFO.com**

**TheStreet.com**

the|**hedgefund**|journal

**The Deal**  
BOOKS

*"Damien and Jon deliver a very compelling research product. Nobody does a better job of analyzing solid companies with a very real and quantifiable catalyst for value improvement."*

- Timothy Brog,  
Locksmith Capital  
Chairman, Peerless Systems Inc.

## Subscribers to *Catalyst Investment Research™* receive:

### **CIR Daily Report™**

Daily roundup of investments made by shareholder activists.

### **Catalyst Equity Research Report™**

Weekly report with detailed commentary analyzing every activist investment made during the week.

### **Catalyst Investment Research™ Report**

In-depth analysis of company-specific activist situations. These reports single out companies with extraordinary value potential where activist investors have taken sizeable investment positions and are pressing management to unlock value. Each report examines the activist's investment thesis, the timeline for a catalyst event to potentially occur, the activist's track record for success in previous interventions, and the likelihood that the activist will be instrumental in boosting value in a short period of time.

### **CIR Quarterly Buying & Selling Analysis**

We analyze the change in ownership of the top performing activist investors, examine the fundamental value characteristics of each company they're invested with, and discuss what we believe to be the top ten companies with the most compelling investment opportunity.

### **Special Reports**

Previously featured in *The Wall Street Journal*, our special reports identify timely investment ideas involving activist investors. Stocks highlighted in these reports have gained as much as 280% in value within 30 days.

### **The Shareholder Activism Report & access to The Shareholder Activism Resource Portal**

The Shareholder Activism Report, a 400+ page comprehensive publication and the related resource portal (published by The Conference Board and co-authored with Hedge Fund Solutions) provides one reliable source of information covering all aspects of activist investing, including: top 50 activist investor profiles and investment strategies, target profiles, activist tactics, proxy contest case studies and hundreds of "fight" letters and presentations available to download.

### **Access to Specialists & Activist Investors**

For the past nine years we have advised activist investors, traditionally passive institutional investors, pension funds, labor unions, CEO's and Board members on many of the critical issues relating to shareholder activism and value enhancement. As a result, our knowledge runs deep and our network is extensive. Subscribers tap into this knowledge base through one-on-one meetings, conference calls, luncheon presentations, and annual conferences.

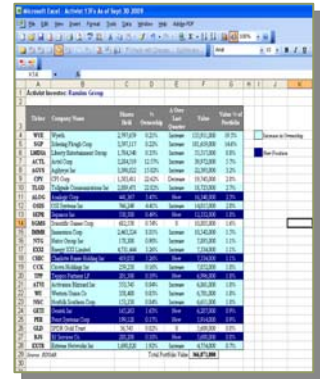
## Daily: Email Alerts



## Weekly: Catalyst Equity Research Report™



## Quarterly Buying Analysis Top 50 Activist Investors

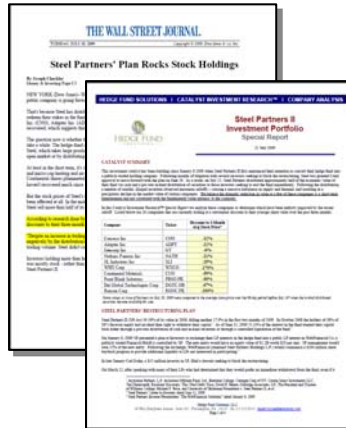


Rank	Company Name	Shares	% of Shares	Value
1	Wells Fargo	1,234,567	1.23%	\$123,456,789
2	Bank of America	987,654	0.98%	\$98,765,432
3	JP Morgan Chase	765,432	0.76%	\$76,543,210
4	Citigroup	543,210	0.54%	\$54,321,098
5	Goldman Sachs	432,109	0.43%	\$43,210,987

## Specific Activist Target Catalyst Investment Research™



## Special Reports



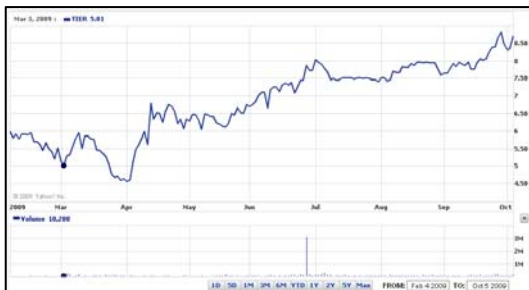
## Shareholder Activism Report & Resource Portal



# Sampling of Successful Calls

Combining Shareholder Activism & Deep Value Company Analysis

[Research Available Upon Request]



**4 Months  
60% Increase**

Company: **Tier Technologies, Inc. (TIER)**  
 Activist Investor(s): Discovery Capital & Parthenon Investors  
 Research Issued: March 4, 2009  
 Results: 60% increase in share value within 4 months

[Research Available Upon Request]



**6 Months  
49% Increase**

Company: **Consolidated Tomoka Land Co. (CTO)**  
 Activist Investor(s): Wintergreen Advisers  
 Research Issued: April 8, 2009  
 Results: 49% increase in share value within 6 months

[Research Available Upon Request]



**1 Month  
47% Increase**  
  
**5 Months  
78% Increase**

Company: **Tecumseh Products Company (TECUA)**  
 Activist Investor(s): Herrick Foundation  
 Research Issued: April 24, 2009  
 Results: 47% increase in share value within 1 month;  
 78% Increase in share value within 5 months

[Research Available Upon Request]



**6 Months  
17% Increase**

Company: **Chemed Corp. (CHE)**  
 Activist Investor(s): MMI Investors  
 Research Issued: May 8, 2009  
 Results: 17% increase in share value within 6 months

# Sampling of Successful Calls

Combining Shareholder Activism & Deep Value Company Analysis

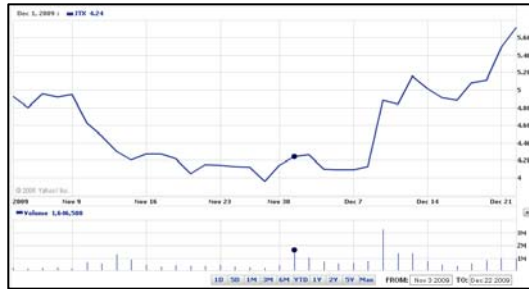
[Research Available Upon Request]



**6 Months  
41% Increase**

Company: **Enzon Pharmaceuticals Inc. (ENZN)**  
 Activist Investor(s): DellaCamera Capital Management  
 Research Issued: June 10, 2009  
 Results: 41% increase in share value within 6 months

[Research Available Upon Request]



**3 Weeks  
35% Increase**

Company: **Jackson Hewitt Tax Service Inc. (JTX)**  
 Activist Investor(s): Shamrock Activist Value Fund; Discovery Capital  
 Research Issued: Dec 2, 2009  
 Results: 35% increase in share value within 3 Weeks

[Research Available Upon Request]



**3 Months  
58% Increase**

Company: **Red Robin Gourmet Burger (RRGB)**  
 Activist Investor(s): Spotlight Capital; Clinton Group  
 Research Issued: Jan 13, 2010  
 Results: 58% increase in share value within 3 Months

[Research Available Upon Request]

Special Report on Steel Partners Portfolio – Catalyst Realized						
Company	Research Date	Share Price (Research Date)	Catalyst Realized	Catalyst Realized (Close Price)	% Gain	# Days to Catalyst Realized
CNO	July 20, 2009	1.96	August 19, 2009	3.25	66%	30
ADPT	July 20, 2009	2.45	August 19, 2009	3.01	25%	30
GY	July 20, 2009	2.11	August 19, 2009	4.40	109%	30
NATH	July 20, 2009	12.11	August 19, 2009	13.06	8%	30
SLI	July 20, 2009	5.56	August 19, 2009	6.27	13%	30
WXCO	July 20, 2009	1.55	August 19, 2009	1.60	3%	30
CUO	July 20, 2009	8.10	August 19, 2009	9.19	13%	30
PBSO.PK	July 20, 2009	0.20	August 19, 2009	0.76	280%	30
DGTC.OB	July 20, 2009	0.36	August 19, 2009	0.50	39%	30
RONC.PK	July 20, 2009	0.05	August 19, 2009	0.17	240%	30
					<b>79.30%</b>	<b>30</b>

**1 Month  
79% Increase**

Situation: **Special Report:** Activist Steel Partners' redemptions cause a temporary but dramatic reduction in value at a few companies.  
 Research Issued: July 20, 2009  
 Results: Avg. 79% increase in share value within 1 month

## The Shareholder Activism Report & Shareholder Activism Resource Portal

**“A very comprehensive set of resources, including battle-tested recommendations that will prove invaluable for both companies and investors.”**

-Arthur Crozier  
Co-Chairman  
Innisfree M&A Incorporated

**“Given the dramatic changes taking place in the corporate governance landscape, this is a timely publication worthy of the attention of directors, officers, and investors.”**

-James C. Morphy  
Managing Partner  
Sullivan & Cromwell LLP

The most comprehensive set of resources available to strategically and tactically help institutional investors, active-value managers, board members and their advisers navigate the complex environment of shareholder activism.

### The Shareholder Activism Report features 400+ pages on:

- Recommendations from The Conference Board and the Expert Committee on Shareholder Activism
- Analysis of the economic, political and regulatory environment in the context of shareholder activism
- In-depth review of how to *Understand Shareholders, Assess Value Gaps & Exposures, and Manage Response & Defense Strategies*
- Comprehensive directory of activist investors
- Top 50 activist investor profiles
- Detailed proxy contest case studies from 2009
- Much more...



### The Shareholder Activism Resource Portal features regular updates on:

- Every activist investment filed with the SEC
- Updated list of over 400+ activist investors
- Profiles and current investment positions for the top 50 activist investors
- Analysis of every proxy contest in 2009, including: targeted company; dissident ownership and demand(s); list of top shareholders and how they voted; RiskMetrics (ISS) and Glass Lewis vote recommendations; list of advisors during the proxy campaign (legal, public relations, proxy solicitation, investment banking) both to the company & activist; and the final vote outcome
- Over 500 proxy contest documents available to download. These include: DE220 demands letters; letters to and from management/board/activist; shareholder proposals for director nomination; investor presentations and "fight letters"; settlement agreements
- Published articles relating to shareholder activism, including updates on regulatory and legal reforms during 2010
- Proxy advisory firm voting policies and revisions
- Many more useful documents...





# About Hedge Fund Solutions, LLC

*Combining Shareholder Activism & Deep Value Company Analysis*



## **Damien Park, Managing Partner**

Mr. Park is Hedge Fund Solutions' Managing Partner. He founded the consulting and investment research firm after leaving a publicly-traded company involved in a long and costly battle for board control with one of the world's foremost activist hedge fund. Since then, Mr. Park has become a leading expert in the area of shareholder activism and is regularly retained by CEOs, boards of directors and institutional investors seeking dependable counsel in this area.

Mr. Park is Co-Chairman of The Conference Board's Expert Committee on Shareholder Activism. In 2008 he became a featured commentator on activist investments for TheStreet.com's *RealMoney* and is often quoted in leading business publications worldwide. He frequently speaks at professional conferences and is the Chairman of the Hedge Fund Activism and Shareholder Value Summit, the largest annual gathering of activist hedge funds in the world.

A few of Park's recently published papers include "The Role of The Board in Turbulent Times: Avoiding Shareholder Activism" (co-written with The Conference Board), "Understanding Activist Hedge Funds", "A 5-Phase Approach to Preventing Shareholder Activism", and "2008: The Year of the Activist Hedge Fund".

Mr. Park is a dual citizen of the United States and Ireland and holds a Master of Business Administration degree from Trinity College Dublin.



## **Jonathan Heller, Partner**

Mr. Heller, CFA, is a seasoned value investor. He is a Partner at Hedge Fund Solutions, the President of KEJ Financial Advisors and a featured commentator on *RealMoney.com* discussing deep value investments.

Previously, Jon was with SEI Investments after spending 17 years at Bloomberg Financial Markets in various roles which included the management of Bloomberg's Equity Fundamental Research Department and Bloomberg's Equity Data Research Department. Jon was also a senior markets editor of Bloomberg's Publishing Group, a writer for Bloomberg Personal Finance Magazine, and an associate editor and contributor for Bloomberg Markets Magazine.

Jon is also the founder of the Cheap Stocks Website, a site dedicated to deep-value investing. He has an undergraduate degree from Grove City College and an MBA from Rider University, where he has also served on the adjunct faculty; he is also a CFA charter holder.

### **Principals**

**Damien J. Park**  
*Managing Partner*  
Tel: (215) 325-0514  
E-mail:  
dpark@hedgerelations.com

**Jonathan Heller, CFA**  
*Partner*  
Tel: (610) 937-2359  
E-mail:  
jheller@hedgerelations.com

**Address**  
40 W. Evergreen Ave  
Suite 100  
Philadelphia, Pa 19118  
Office: (215) 325-0514  
Fax: (215) 392-4633

**Website**  
www.hedgerelations.com

### **ABOUT HEDGE FUND SOLUTIONS**

**Hedge Fund Solutions, LLC (HFS)** provides investment research, strategy and stakeholder communications consulting to companies and investors interested in, or involved with, shareholder activist campaigns. Since 2001 HFS has become the trusted advisor to numerous institutional investors, CEOs and board members worldwide. In addition to publishing a variety of research on activist investing, HFS administers The Official Activist Investing Blog™, the definitive source for activist shareholder information.

*Free Trials Available to Qualified Investors  
Pricing Available Upon Request*

*Soft Dollar Payment Structure Available Through Preferred Broker-Dealer Partners*