



Founded in 1990, Anreder & Company is a leader in providing corporate strategic investor relations, public relations and crisis communications services.

We differentiate ourselves in the high level of service we provide clients, and by the fact that our Partners draw upon extensive professional experience on Wall Street and with the media.

The result is highly accurate strategic advice and more effective solutions.

ABOUT STEVEN S. ANREDER

"One of the smartest financial PR people I know"

ARTHUR KENT,
FORMER VP PUBLIC AFFAIRS,
CONTINENTAL AIRLINES,
FROM THE BOOK "CRISIS RESPONSE"



Investor Relations

We offer a complete array of services to publicly traded companies that want effective Investor Relations programs.

- **Targeting** to expand a company's following among the right analysts and investors
- **Materials**, such as news releases, presentations, and scripts, that effectively communicate a company's investment story
- **Surveys** to determine what Wall Street really thinks about a company
- **Research** to determine the best strategic positioning
- **Event Management** for well-run conference calls and effective presentations
- **Counseling** to help companies maximize opportunities and manage adversity

Our expertise extends to managing earning announcements, mergers and acquisitions, executive changes, IPOs, debt and equity financings, proxy contests, bankruptcies and workouts.

Corporate Communications

We assist public and private companies, investment banks, private equity investors, hedge funds and mutual funds with all their corporate public relations needs.

- We are experts in dealing with the business, financial and trade media, and in utilizing all forms of communication to help clients expand awareness and attract customers.
- We have extensive print, electronic and online contacts.
- We develop and prepare critical support materials – news releases, presentations and scripts.
- We act as client spokespeople or work with clients so they can effectively communicate their message.

When appropriate we can help companies minimize media attention.

Strategic Counseling

We counsel senior corporate executives on sensitive investor and public relations issues, and are known for our crisis management capabilities.

We have extensive experience helping companies deal with:

- Corporate repositioning
- Earnings surprises - favorable and disappointing
- Major developments
- Mergers and acquisitions
- Management changes
- Bankruptcy
- Crisis situations
- Financial reporting
- Government prosecution
- Hostile situations
- Litigation
- Sarbanes-Oxley
- Regulatory issues
- Criminal defense assistance
- Media analysis and strategy

Management

Steven S. Anreder steven.anreder@anreder.com

Experience: Award-winning business and financial reporter, columnist and assistant managing editor for Barron's. SVP and Co-Director of High-Yield and Convertible Bond Research at Drexel Burnham Lambert, then appointed Drexel's global spokesman, reporting directly to the CEO. Author of a textbook on corporate finance and two of the first books on Keogh and IRA retirement rules and strategies.

Michael Shallo michael.shallo@anreder.com

Experience: Former Account Executive at the public relations network of Young & Rubicam Brands, serving clients such as Merck, Pfizer and GlaxoSmithKline, in the planning, implementation and measurement of their marketing plans. Michael also managed multiple crisis situations, brand campaigns, product launches, media tours and marketplace analyses.

Andrew Ginsberg andy.ginsberg@anreder.com

Experience: Manager, Manostat Corporation, manufacturer of laboratory apparatus. Manufacturing Manager, Bel-Art Products, maker of lab equipment.

Gary M. Fishman gary.fishman@anreder.com

Experience: Former business journalist and editor. More than 25 years experience counseling financial service, healthcare, ad/media/entertainment and technology clients on their investor and public relations. Founded Hudson Stone IR/PR firm and merged it into Publicis Groupe. Created Marvel's award-winning "comic book" annual reports. Guest lecturer at Columbia University Graduate School of Journalism.

Cristina Bacon cristina.bacon@anreder.com

Experience: Developed and implemented business and trade media relations campaigns for financial services clients such as Broadridge Financial Solutions, American Beacon Funds and Direxion Shares ETFs, and for fashion brands such as Betsey Johnson, Old Navy and Saks Fifth Avenue. Planned and managed marketing events for Time Out New York magazine.

Contact Us

To learn more about Anreder & Company, we invite you to email us at information@anreder.com or contact Steve Anreder or Gary Fishman at our New York office.

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