

**COMPANY SNAPSHOT:** Founded by Bob Dentzman, former Fortune 1000 IRO, and Flip Mulliner, a 20-year veteran of the corporate video business, Roadcast Group pioneered the virtual management presentation and remains the only video production company solely focused on the investor relations market.

Roadcast Group provides a comprehensive suite of video-based investor relations and corporate communications tools and services. Through its distribution network, on-demand technology and ease-of-use for investors, Roadcast is the preferred online tool to reach retail and institutional investors as a supplement to traditional in-person roadshows and presentations.

Roadcast effectively utilizes management's time for company-directed investor relations at a time when the information gap between investors and public companies is widening. Roadcast addresses the growing challenge of providing investors more CEO/CFO interaction without increasing time demands on senior management.

**PRODUCTS:** Roadcast products utilize integrated video segments and supporting content, giving investors an easy and intuitive way to navigate a company's story. The result is unparalleled, qualitative insight similar to a one-on-one meeting.

- Virtual Management Presentations
- Video Annual Reports
- Meeting and Conference Capture
- Customized Virtual Presentations
- Retail & Institutional Outreach and Distribution
- 24/7, On-Demand Hosting and Streaming

*"The Roadcast serves as a great way for them to raise their profile with potential institutional investors in a polished and professional, cost-effective way. It's dynamic- the video is eye-catching, it gets one interested."*

– Portfolio Manager, RGM Capital

*"I love this. What an awesome way to get to know a company. Excellent functionality and usability."*

– Sell Side Analyst, Regional Investment Firm

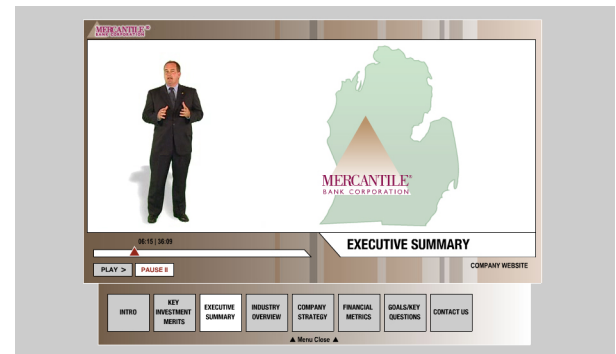
## THE ROADCAST DIFFERENCE:

*By IR professionals for IR professionals*

- **Technology**  
Leading-edge Web and video-based format
- **Content**  
Expert content developed *by* investment professionals *for* investment professionals
- **Distribution**  
Taking your story to thousands of fund managers, securities analysts and retail investors, through our relationship with BetterInvesting.org.

*"In an age where convenience is king and timely information is priceless, we wanted to make ourselves available to our investors and potential investors all over the world, at their convenience. The only way to achieve this is through a Roadcast online virtual presentation."*

– Jerry Johnson, CEO, Mercantile Bank Corporation.



*"After viewing our Roadcast virtual management presentation, the analysts really understood SPAR. I spent less time explaining our business fundamentals and more time answering their questions. Our conversations were more productive and to the point, a much better use of everyone's time."*

-- John. E. Szytkiel, CEO, Spartan Motors

