

Develop a True Relationship with the Media

Bring your company's story to the media to expand awareness and positively influence market perceptions

The media can be a powerful and cost-effective way to obtain visibility for your company with interested investors on a global scale. But it takes time, the right story angle, and good connections to make this happen.

Our media executives are former journalists who excel at identifying the most effective news angles and leveraging their relationships with print, broadcast and online reporters, effectively promoting positive media coverage for clients.

FRB'S MEDIA RELATIONS PROGRAMS:

Media Kits – Creating print and online kits using story angles that command attention

Interview Arrangements – Handling all the details, from identifying editors/reporters/producers to scheduling interviews and following up afterward

Speaker Preparation – Providing dossiers on reporters, copies of their stories, talking points, questions to expect, and techniques to guide the interview

By-line Articles – Helping clients express an opinion on industry developments and placing articles in publications with impact

Special Media Events – Planning and executing events from new service announcements to stock exchange listings

Cutting-edge Formats – Arranging media satellite tours and video news releases

American Financial Realty Trust

American Financial Realty Trust hired Financial Relations Board to engineer a comprehensive investor relations program, featuring an aggressive media outreach in support of its IPO.

FRB's efforts were instrumental in maximizing media exposure of AFR's successful offering, which was the largest domestic IPO for the year. The share price rose 14% by the close of the first day of trading, and six months later traded at a price more than 40% higher than its initial \$12.50 pricing – a gain not typically afforded to REITs.

News organizations that covered AFR's IPO included *Barron's*, Dow Jones NewsWire, Reuters, Associated Press, Bloomberg, CBS MarketWatch, *The New York Times* and *The Wall Street Journal*. After the IPO, Financial Relations Board secured a highly coveted two-page company profile for AFR in *Fortune*. In addition, Financial Relations Board had secured additional news and feature coverage with *The Washington Post*, CNNfn's *The Money Gang* and *American Banker*.

"We have found Financial Relations Board's strong relationships with reporters, editors and producers at major news organizations to be a reliable channel through which we can convey our company's activities and announcements to investors and our bank customers.

A defined, controlled media program is essential to the overall effectiveness of our investor relations strategy."

Muriel Lange,
Director of Investor Relations
American Financial Realty Trust
(NYSE: AFR)