

## eRESEARCH MARKETING INITIATIVES

eResearch's mandate is to gain maximum market exposure for its Covered Companies. We do this by using the services of:

- (1) **Marketwire** (issuing Press Releases of Initiating and Update Reports); and
- (2) **InvestmentPitch** (posting videos announcing research coverage and distributing our Press Releases through Reuters Insider Network.



Delivers eResearch Press Releases for republication to leading websites, Newswires, and databases, including:



# InvestmentPitch.com

OFFICIAL PARTNER OF

## REUTERS **INSIDER** NETWORK

InvestmentPitch.com produces a video announcing research coverage and the publication of an eResearch Initiating Report on a Covered Company.



The eResearch Press Release receives maximum international exposure through the Reuters *Insiders* Network, and contains a hyperlink direct to the eResearch “video” hosted by InvestmentPitch.com.

A few samples of the actual distribution recipients/redistributors are shown below:

Asia Corporate News Network: China

Andhranews : India

Yahoo: Singapore

www.finanznachrichten.de: Germany