



Arabian American  
Development Company

# Success Story

## Nasdaq: ARSD

### Representation

- ◆ Since November 2006
- ◆ At engagement, market cap under \$62 million

### Our Initial Role

- ◆ Write and disseminate all news releases
- ◆ Develop Corporate Profile for use with investment community
- ◆ Target meetings with the financial community; prepare supporting presentations
- ◆ Handle investor/prospective investor calls; requests for information; list maintenance and other IR functions

### Our Recent & Current Role

- ◆ Coordinate quarterly conference calls and web casts; prepare accompanying scripts
- ◆ Consulting to help mitigate a challenge; as a result, the selling ceased and valuation improved

### Results

- ◆ Share price rose 144% from \$2.85 (11/27/06) to \$7.88 (1/1/08)
- ◆ Successfully moved to Nasdaq Global Select market from OTC Bulletin Board; HIR secured additional market makers to facilitate transition
- ◆ Increased institutional ownership by 300% from three to 12

HIR has represented Arabian American Development Company for more than two years. From the initial engagement until January 2008, the share price rose more than 144% from \$2.85 to \$7.88 and market capitalization increased to \$170 million.

During this time, average trading volume more than doubled and institutional holders increased to 12 from three. The Company also secured independent research coverage from Edgewater Research and has participated in the Edgewater investor conference and was recently invited to the upcoming B. Riley Investor conference.

HIR successfully secured market makers to facilitate the Company's transition to the Nasdaq Global Select market from the OTC Bulletin Board.

The Company experienced a dramatic loss due to their oil hedges during the 3rd quarter of 2008, which affected its valuation. Through proactive crisis management we were able to set up a conference call with investors and reach out to the main institutional holders and support the stock up from the low of \$0.47 to over \$2.00.



*No Promises, Just Results.*