



HALLIBURTON INVESTOR RELATIONS  
& COMMUNICATIONS

# Connected

to the institutional investment community

**Who We Are** Halliburton Investor Relations (HIR) is a strategic investor relations and communications firm that partners with client companies to execute a proactive, results-driven outreach program. We add value for our client companies through an innovative, tailored approach to the client's investor relations and communications needs. Leveraging our extensive expertise and a breadth of industry knowledge, we work with clients to deliver critical communications while leading them through all market cycles. Throughout our 27-year history, we have worked hard to provide service that is proactive, consistent and personal.

**Our Services** Our firm provides a host of services to public companies, private companies and IPOs. We design and implement programs that are tailored to individual company needs, conducting both ongoing, full-service programs as well as strategic communications projects to value-add to existing corporate programs.

#### **Investor Relations Counsel**

Strategic IR planning, consultation and implementation of tailored financial communications programs.

#### **Core Targeting / Outreach Program**

Building and maintaining investment community relationships through targeting and outreach programs, non-deal roadshows, analyst days, plant tours, and strategic investment conferences.

#### **Conference Call / Web Conference Coordination**

Cost-effective and efficient exposure to a broad investor audience through conference calls set-up, scripted and coordinated by HIR. Post-call feedback from participants is included.

#### **Shareholders' Meeting Support**

Ensuring a smooth, worry-free annual meeting, from proxy mailing coordination to event planning and arrangements. HIR will also produce management's presentation for the meeting.

#### **Perception Studies**

Determining investor opinion about your company through detailed conversations with targeted investment professionals. Our comprehensive perception report will delineate investor/analyst opinions and provide IR recommendations.

#### **Financial Communications**

Improving the flow of information to Wall Street through message development and application in various media, including presentations, press releases, fact sheets, brochures and annual reports.

#### **IR Website Management**

Enhancing your online relationship with investors by providing robust financial content for your IR website. We provide best practices in corporate governance, along with automated posting of SEC filings and press releases, stock quotes and charts, financial statements, annual and quarterly reports, and analyst coverage. HIR manages the platform updating content on an ongoing basis.

#### **IPO Services**

Strategic and tactical planning for a successful introduction to Wall Street maximizing IPO value.

#### **Private Company Services**

Handling specialized communications projects for private companies to assist in achieving their communication goals, including message development, corporate and employee communications plans, media relations, and debtholder relations.

*"HIR has been an integral partner in developing and executing Tyler Technologies' successful, 16-year investor relations program, from coordinating our investor outreach and broadening our exposure to new potential investors to enhancing the IR portion of our website. The firm has also helped us secure additional sell-side analyst coverage. HIR does an outstanding job for us."*

Brian Miller  
CFO, Tyler Technologies

*"We've worked with HIR for 14 years and have always appreciated the firm's professionalism, responsiveness and IR expertise. Their investment contacts are second to none, and they continually exceed our expectations. HIR is our investment community advocate, especially during these tumultuous times on Wall Street."*

Randall Chestnut  
CEO, Crown Crafts

**Results** Structuring an effective IR marketing program requires a long-term commitment to building and maintaining relationships throughout the financial community. HIR's tenured professionals elevate clients to the investment community by leveraging relationships established throughout our 27 years in business. Our experience has shown that a targeted, ongoing investor relations program produces results, regardless of a company's size or market capitalization.



# Results & Clients

HIR works with companies across a broad range of industries such as energy, basic materials, consumer goods, healthcare, financial, industrial goods, services, and technology.

## Case Studies

Since 1990, HIR has designed successful, multi-year IR programs for dozens of companies. Some recent case studies are summarized below.

### Lindsay Corporation (LNN)

Leading provider of differentiated water irrigation systems and road infrastructure products and services.

At the referral of Lindsay's chairman of the board, HIR was hired to provide a full-service investor relations program, focused on a proactive IR outreach effort to communicate the Company's growth story. With LNN shares range bound in the high teens, HIR began a targeted outreach program to more fully educate prospective investors on the Company's global expansion and new business operating segment.

Since beginning an active IR program with HIR in July of 2005:

- Stock price has more than quadrupled
- Daily trading volume has greatly improved
- Institutional ownership has grown from 85% to 98%
- Nine sell-side analysts have initiated coverage on the company

Lindsay Corporation Stock Price (NYSE: LNN)



### Tyler Technologies, Inc. (TYL)

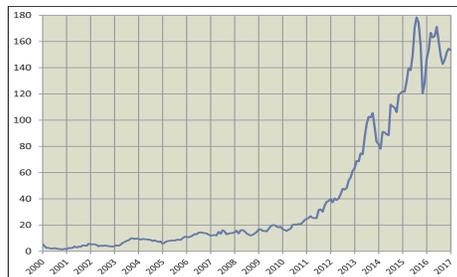
Leading provider of information management solutions and services for local governments.

Tyler went through a major restructuring of the business, changing its industry in the process. As a result, many institutional investors sold their positions, and the company lost much of its following. HIR introduced the company to institutional investors, growth-oriented generalists, and sell-side analysts who followed peer companies.

The results speak for themselves.

- Stock price continues to reach new highs
- Institutional ownership has grown from 12% to 92%
- Eleven sell-side analysts have initiated research coverage on the company

Tyler Technologies, Inc. Stock Price (NYSE: TYL)



## Case Studies of Some Former HIR Clients:

### Aviall (AVL)

Aftermarket supply-chain management solutions for aviation and marine industries and the largest provider of new aviation parts and related after-market services.

During our three-year program, Aviall's stock price increased from \$12.60 to \$48.00 per share, and the average daily trading volume improved six-fold to 770,000 shares. During that time, institutional ownership increased from 64% to 80%, and sell-side analyst coverage grew from two to nine analysts. The company was acquired by Boeing for \$1.7 billion.

### Republic Group, Inc. (RGC)

Manufacturer of gypsum wallboard and recycled paperboard

During our eight-year program, RGC's stock price increased from \$4.75 to \$19.00. The company was ultimately purchased for \$410 million.

### The Dwyer Group, Inc. (DWYR)

Franchised home services businesses

The stock price increased from \$2.50 to \$6.75 per share during our three-year program. Institutional ownership improved from 0% to more than 20%, and two sell-side analysts initiated formal coverage on the company. The Dwyer Group was ultimately purchased by Riverside Holdings.

### Triangle Pacific (TRIP)

Manufacturer of high-end wood floors and cabinets

During our four-year program, the stock price grew from \$11.75 to \$55.50. The company ultimately sold to Armstrong World Industries.



*"We rely on HIR to coordinate all aspects of our investor outreach program. They pay attention to the details and do whatever it takes to get the job done. I can honestly say HIR is almost an extension of SP Bancorp."*

Jeff Weaver  
Former CEO, SP Bancorp

*"HIR has invested time in getting to know our business, and the work they have produced really captures the message we want to communicate to investors. HIR is involved in every aspect of our IR program and is truly our partner in investor relations."*

Brad Phillips  
Treasurer, Darling Ingredients

## Senior Management Team

Alan Halliburton  
Chairman

Geralyn Maher DeBusk  
President

Hala Elsherbini  
Senior Vice President

Heather Forbes  
Vice President of Finance,  
Administration &  
Business Development



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