

## **MZ-CCG Hosts Seminar for Brazilian Companies Seeking Greater International Exposure**

*Event to discuss the OTCQX marketplace for ADRs and strategies to reach a global investor base*

São Paulo —February 8, 2010 -- MZ-CCG a leading global integrated investor relations, technology, financial services and communications consulting firm, will host a seminar for Brazilian and Latin American companies on February 9, 2010 in São Paulo to discuss global trends in the capital markets and strategies for accessing retail and institutional investors in United States, Asia and Europe.

Topics of discussion include the role of the ADR bank, options for raising capital, the benefits of an OTCQX listing, and strategies to make Brazilian and South American equities more accessible and well known to global investors seeking to participate in the region's tremendous economic potential.

"Given the global hunger for resources, improving economic outlook for South America, and the spotlight placed on Brazil by the appointment for the 2016 Summer Olympics, interest in growth stories from Brazil and the region is on the upswing. And yet most investors in the U.S. and Asia are exposed to only a handful of the very largest companies from the region. Now is the time for Brazil's finest emerging and established companies to consider broadening their exposure to U.S institutional and retail investors and tapping into enormous sources of investable capital in Asia," said Crocker Coulson, President of CCG Investor Relations.

"As the largest investor relations firm in Latin America, MZ works to bring compelling investment stories of companies with solid management teams and attractive growth prospects to investors," said Rodolfo Zabisky, CEO of MZ Consult. "This seminar will provide a roadmap to companies who wish to take a truly strategic, global approach to accessing capital and managing their shareholder base. OTCQX provides a great platform to broaden exposure to U.S. institutional and retail investors and build a global brand in a low-cost, efficient manner."

OTCQX provides international companies a visible cross-listing in the U.S. on the premier tier of the over-the-counter market, without the duplicative regulatory burdens of a traditional U.S. exchange listing. Brazilian companies now listed on the OTCQX marketplace include

Lupatech S.A., MRV Engenharia e Participacoes S.A., and JBS S.A. Within the first six months of listing on OTCQX, JBS S.A experienced a trading volume increase of 547% and a modest increase in the trading on its home exchange.

## **Event Agenda**

- **Opening remarks:** Rodolfo Zabisky, CEO, MZ Consult
- **Increasing Visibility with U.S. Investors via an OTCQX ADR Listing:** Crocker Coulson, President, CCG Investor Relations
- **The Role of the Depositary Bank:** ADR Listings: Curtis Smith, The Bank of New York Mellon
- **Legal Requirements for a ADR Level I Listing:** Andrew Jánszky, Partner, Shearman & Sterling LLP
- **Reaching U.S. and China Institutional and Retail Investors:** Market Intelligence and Media Strategy: Crocker Coulson, President, CCG Investor Relations
- **Q & A**

Event Details:

When: February 9, 2010 from 9:00 a.m. to 12:00 p.m. (noon)

Registration: Registration and welcome coffee begins at 8:30.

Where: Hotel Renaissance, Alameda Santos, 2233, São Paulo

Event and Media Contact:

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## **About MZ-CCG:**

MZ-CCG is a joint venture between MZ Consult, a leading global investor relations, technology, financial services and integrated communications consulting firm, and CCG Investor Relations a leading global investor relations and strategic communications

consulting firm. Together the two firms service over 300 clients across multiple capital markets. Its services include: structuring companies for IPOs; planning and implementing global investor relations programs; training; market intelligence (value creation, sector analysis, investor targeting, and shareholder base and expectation management); business and financial communications consulting. Offerings also include three innovative and exclusive programs worldwide: IR Global Rankings ([www.irglobalrankings.com](http://www.irglobalrankings.com)), Exemplary Disclosure ([www.exemplarydisclosure.com](http://www.exemplarydisclosure.com)) and Online General Meetings ([www.onlinegeneralmeetings.com](http://www.onlinegeneralmeetings.com))

For further information on MZ Consult, please visit [www.mz-ir.com](http://www.mz-ir.com)

For further information, CCG Investor Relations, please visit [www.ccgir.com](http://www.ccgir.com) and [www.ccgirasia.com](http://www.ccgirasia.com)

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