

WALL STREET REVEALED

THURSDAY, APRIL 14, 2011 • TAJ HOTEL BOSTON • BOSTON, MA

▲ EVERYTHING YOU WANT TO KNOW BUT ARE AFRAID TO ASK ▼ AN EXCLUSIVE BEHIND THE SCENES VIEW FOR PRIVATE AND PUBLIC HEALTHCARE COMPANIES

What's News

■ **Westwicke Partners** invites you to our "Wall Street Revealed" conference to be held Thursday, April 14th at The TAJ Hotel in Boston.

■ **Key topics discussed will include:** lessons learned in the IPO process, how sell-side analysts evaluate companies, how to best communicate with the buy-side, how stocks trade, the impact of international marketing and the role of hedge funds and activist shareholders in today's market.

■ **Behind the scenes look** at Wall Street consisting of panel discussions to better educate both private and public healthcare companies on the capital markets.

■ **Panelists** will include CEOs and CFOs from the healthcare industry along with sell-side analysts, buy-side analysts & portfolio managers, traders and investment bankers from leading Wall Street firms.

Register online at no cost - www.westwicke.com



AGENDA: 9:30 am

Registration

10:00 am

PRIVATE COMPANY FOCUSED PANELS

CEO / CFO Panel – I Wish I Knew Then What I Know Now

What is the IPO process really like?
What would I do differently next time around?
What is life like after the deal is completed?

11:00 am

IPO Deal Execution Panel – What Really Goes on Behind the Scenes?

How do you select the best underwriters for your IPO?
Who are the best IPO investors?
What factors influence pricing, allocation and aftermarket trading of your stock?

12:00 pm

PUBLIC AND PRIVATE COMPANY FOCUSED PANELS

Sell-Side Panel – How the Sell-Side Really Looks at Companies

How do sell-side analysts build their franchise?
How do you attract incremental analysts to cover your company?
How do companies best interact with their analysts?

1:15 pm

Trading Panel – ECNs, Exchanges and Dark Pools

Why is trading volume shifting to the electronic exchanges?
How can you create more liquidity in your stock?
What is a Dark Pool and how does it impact you?

2:00 pm

Networking Break

2:15 pm

Buy-Side Panel – What Do Institutional Investors Look for Before They Buy a Stock

Analyst vs. portfolio manager: does it matter who you meet with?
How do companies best communicate with the buy-side?
What makes the buy-side actually decide to buy a stock?

3:15 pm

International Panel – The Best Way to Attract Investors From Other Geographies

Do you need to market to international investors?
Do international investors care about the same issues as U.S. investors?
Are there different strategies for communicating with international investors?

4:15 pm

Hedge Fund and Activist Shareholder Panel – Should I Treat These Investors Differently?

What are the various types of hedge funds and why do they short stocks?
Do hedge funds care about long-term fundamentals or just short-term stock price movements?
How can I avoid being targeted by activist shareholders?

5:00 pm

Cocktail Reception

Confirmed Panelists (in alphabetical order)

David Borah - Century Funds

Associate Portfolio Manager, Partner

Colin Clark - NYSE Euronext

Sr. V.P. of Strategic Analysis + Market Data

Dale Dutile - The Boston Company

Senior Healthcare Analyst and Portfolio Manager

Jeff Estella - MFS Investments

Investment Officer, Equity Trading

Thomas E. Gabel - Canaccord Genuity

Head of U.S. Institutional Sales

Keith Goldan - Nupathe

Chief Financial Officer

Jim Gallagher - William Blair

Institutional Sales

Richard B. Gustafson - Piper Jaffray

Healthcare Investment Banking

Fritz L. LaPorte - MAKO Surgical

Chief Financial Officer

Conan Laughlin - North Tide Capital

Managing Member

David R. Lewis - Morgan Stanley

Medical Technology Research Analyst

Carl McDonald, CFA - Citigroup

Senior Managed Care Research Analyst

Will Muggia - Westfield Capital Management

President and Chief Executive Officer

Kevin C. O'Dowd - Stifel Nicolaus

Managing Director, Institutional Equity Sales

Mark Pellegrino - Deutsche Bank Securities

Head of Corporate Access - Americas

Marc Pentopoulos - Symmetry Capital

Partner

Graham A. Powis - Lazard

Head of U.S. Equity Capital Markets

C. Thomas Richardson - Wells Fargo Securities

Head of Market Structure & Strategy

Joseph P. Schwartz - Leerink Swann

Biopharma Research Analyst

Jeffrey Stein, Ph.D. - Trius Therapeutics

President & Chief Executive Officer

Adam Stone - Perceptive Advisors

Healthcare Research Analyst

This conference is by invitation only and at no cost. To register please go to www.westwicke.com or call Jordan Kohnstam at 443-213-0500.