

WALL STREET REVEALED

MONDAY, SEPTEMBER 24, 2012 - THE FOUR SEASONS HOTEL - PALO ALTO, CA

What's News - Conference Invitation

- **Westwicke Partners** invites you to our "Wall Street Revealed" conference to be held Monday, September 24, 2012, at the Four Seasons Hotel in Palo Alto, CA from 12:00 pm - 6:00 pm.
- **Behind the Scenes look** at Wall Street consisting of panel discussions to better educate both private and public healthcare companies on the capital markets.
- **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, and the role of hedge funds in today's market.
- **Panelists** will include CEOs and CFOs from the healthcare industry along with sell-side analysts, buy-side analysts & portfolio managers and investment bankers from leading Wall Street firms.

Confirmed Panelists as of 7/11/2012

(In alphabetical order)

Ryan S. Daniels, CFA - William Blair
Healthcare Services and HCIT Analyst

Maurice R. Ferré, M.D. - MAKO Surgical Corp.
Chairman, Chief Executive Officer and President

Jim Hinrichs - CareFusion
Chief Financial Officer

Sri N. Kosaraju - J.P. Morgan
Managing Director Equity Capital Markets

William R. LaRue - Cadence Pharmaceuticals
Senior Vice President, Chief Financial Officer, Treasurer and Assistant Secretary

David R. Lewis - Morgan Stanley
Medical Supplies and Devices Analyst

Graham M. McPhail - T. Rowe Price
Healthcare Services Equity Research Analyst

Oleg Nodelman - Biotechnology Value Fund
Portfolio Manager and Analyst

David Steinberg - Deutsche Bank
Managing Director - Specialty Pharmaceutical Analyst

Sean W. Wieland - Piper Jaffray
Managing Director and Senior Research Analyst

Matthew Willey, CFA - Franklin Templeton Investments
Equity Research Analyst and Portfolio Manager

Robert J. Zollers - Vocera Communications
Chairman and Chief Executive Officer

AGENDA

11:30 am Registration

12:00-1:30 pm IPO Deal Execution Panel - What Really Goes on Behind the Scenes?

Lunch 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?

1:30-2:30 pm CEO / CFO Panel - Lessons From the Front Line

What are the primary elements of your IR strategy?
What are the key lessons you have learned?
How do you measure the effectiveness of your IR program?

2:30-3:30 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?
How do companies best communicate with the buy-side?
What makes the buy-side actually decide to buy a stock?

3:30-4:30 pm Sell-Side Panel - How Does the Sell-Side Really Look at Companies?

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

4:30-6:00 pm Cocktail Reception

For further information, please contact: Tom McDonald at (443) 213-0508 or tom.mcdonald@westwicke.com

About Westwicke Partners

Westwicke Partners provides customized investor relations programs and independent capital markets advice to small and mid-cap healthcare companies. We work with public companies to help position their story properly within the investment community and to develop value-added strategies to build a quality, long-term shareholder base and enhance equity market value. We work with private companies to help them develop a comprehensive capital markets strategy, raise their visibility on Wall Street and position them for long term success, regardless of whether they choose to pursue a strategic transaction or an Initial Public Offering.



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