

The logo for ORC Vantage is located in the top left corner. It consists of the letters 'ORC' in a large, bold, dark red font, with the word 'Vantage' in a smaller, dark red font directly below it. The logo is set against a white rectangular background that has a slight 3D effect with a shadow. To the right of the logo, a large number of small, dark red squares are scattered across the top half of the page, some appearing to be falling or floating.

Vantage

# Joint PR Initiative Program

**The Joint PR Initiative Program** explains what is available to an Orc partner in terms of joint public relations activities as a part of the partner program.

## Press Releases

---

### Initiation of Partnership Announcement

Press releases are an integral part of promoting our partners and Orc. To help in this objective, a press release announcing the initiation of the partnership can be released. This release can be either at the beginning of the partnership or after a significant milestone is reached (e.g., a joint customer win).

### Customer Win Announcements

In addition, for each customer win, a request should be made of the customer to allow the partner and Orc to announce the win. Orc will actively promote the press release through its press contacts and through its website. It is expected that the partner will do the same.

## Press Contacts

---

To promote the partner and Orc in the media, for designated activities Orc and the partner should share press contacts to ensure that the as many press as possible are aware of our activities. Determination of who can manage this process can be made jointly to ensure that actions are properly coordinated between the partner and Orc.

## Press Interviews

---

Interviews that are scheduled with the press relating to specific partner activities should be shared between the partner and Orc. This will ensure that the partnership is well highlighted and to ensure that the journalists questions are answered appropriately.

### New Partnership Activities / Enhancements

For new significant enhancements in the partnership, the partner and Orc can issue a joint press release announcing these new enhancements. Determination of whether a new activity qualifies as a significant enhancement must be made by both the partner and Orc.

All press releases must be approved by both the partner and Orc prior to release. Press releases that catch the media's attention should also be tracked and shared by both the partner and Orc.

## Press Briefings

---

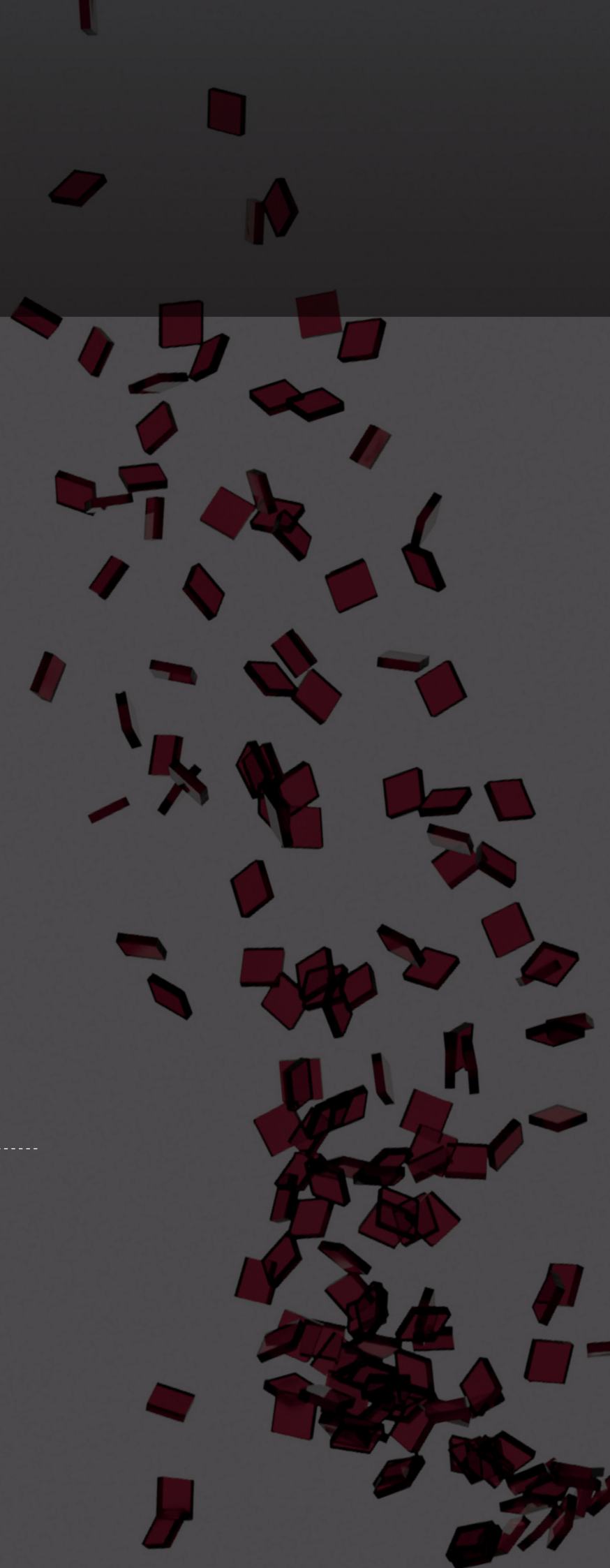
The partner and Orc can schedule press briefings when particularly noteworthy milestones are reached. These joint briefings will be scheduled based on the partner's and Orc's schedules and will be attended by both firms.

## Analyst Relations

---

Analysts are also a critical resource in establishing credibility in the market. Orc maintains relationships with several of the leading analysts covering the derivatives trading and connectivity markets.

To facilitate good analyst relations, the partner and Orc will coordinate joint analyst briefings when significant milestones are reached in the partnership. These milestones may include new functionality or a significant or interesting customer win that will be attractive for analysts to be aware of. It is expected that the partner will share analyst contacts for use in promoting the partnership.



ORC

sales@orc-group.com  
www.orc-group.com

