

### FOR IMMEDIATE RELEASE

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## LJ CONSULTANTS, INC. COMMENCES OPERATIONS

- Total-System Service Offering Combines Management & Technology Consulting, Investor Relations and Public Relations
- Network Associates Signs on as First Client

**NEW YORK – January 7, 2003 – LJ Consultants, Inc. (LJC)**, one of the few management consulting firms offering comprehensive investor relations and public relations services, announced today that it has commenced operations. The firm recently signed on its first retainer client - Network Associates, a leading provider of network security technology. The engagement centers on Network Associates' investor relations program.

LJC plans to work with companies at various stages of the capital-market lifecycle: start-ups and public offerings, mergers and acquisitions, restructuring and repositioning strategies as well as long-term positioning strategies. The firm will also advise private companies and non-profit organizations.

Gwyn Lauber, manager of investor relations at Network Associates, said: "We are encouraged by LJC's bold, thoughtful counsel and meticulous implementation. The firm is helping us address a wide range of challenges, from helping shape investor perceptions to sharpening Network Associates' investment thesis. LJC truly understands how IR programs work, and how they work best. We trust the firm's counsel and value its commitment."

"We started LJC with a clear mission – to help our clients improve their performance, succeed in the competition for capital and build solid reputations," said Lev Janashvili, president of LJ Consultants. "To help our clients succeed, we bring together state-of-the-art methodologies in value-based decision-making, change management, equity marketing and corporate communications. LJC's goal is to help clients create value, 'from thought to finish.' That is why, we are cultivating a service culture that fuses the analytical sophistication of traditional management consulting with the results-oriented mindset of equity marketing and public relations."

According to Mr. Janashvili, LJC's distinctions include the following:

- LJC combines traditionally disjointed consulting and implementation services into a holistic methodology that yields greater consistency and significant economies of scale. The firm's service model is more focused on quantifiable results than traditional management consulting and more strategically minded than traditional investor relations.
- LJC is introducing innovations that challenge industry standards and generate cost savings. For example, the firm is developing a proprietary opinion-research methodology that will improve and accelerate the way clients solicit, compile and analyze market perceptions. LJC is already one of the first to use online survey technologies as part of a full-scale investor relations program.
- With its low overhead and extensive use of technologies that facilitate market research and outreach, LJC is poised to price its services competitively, appealing to the sensitivities of corporations increasingly concerned about the return on their investment in consulting engagements.

LJC's team of advisors has a broad base of experience in strategic planning and investor relations, technology consulting and public relations. The firm is also forming alliances with management and technology consultancies that offer complementary services.

The LJC web site – [www.LJConsultants.com](http://www.LJConsultants.com) – was developed by GraphicIQ, an award-winning design firm and LJC's corporate partner.

### **About LJ Consultants**

LJ Consultants, Inc. (LJC) is an independent, specialized management consulting firm helping clients identify, interpret and address some of their most complex and pressing business challenges. The firm's services include management consulting, investor relations and public relations. For more information, please visit the LJC web site at [www.LJConsultants.com](http://www.LJConsultants.com).