



## **Investor Relations Veterans Launch Los Angeles-Based Financial Profiles**

**Los Angeles – July 1, 2008** – Investor relations veterans Moira Conlon and Jonathan Destler today announced the launch of Financial Profiles, Inc., an investor relations and financial communications firm based in Los Angeles.

Financial Profiles was formed to offer public and pre-IPO companies strategic communications counsel and program execution. The agency specializes in investor relations as well as transaction, crisis and corporate communications. Financial Profiles works with companies in sectors where it has deep experience and Wall Street relationships, including: consumer, energy and renewable energies, engineering & construction services, financial services, healthcare, business services, telecom and technology.

Moira Conlon has more than 20 years experience in investor relations, financial communications and investment banking. Most recently, Conlon was a managing director at The Abernathy MacGregor Group, a prominent financial communications firm specializing in transaction communications, crisis communications and investor relations. Previously, Conlon was executive vice president at Financial Relations Board, heading its West Coast investor relations practice. Conlon began her career as an investment banker at Merrill Lynch & Co.

“Our goal is to partner with management teams who are committed to communicating their business and growth strategies to investors and other stakeholders,” Conlon said. “We help companies understand how investors value their businesses and address issues that affect valuation and corporate reputation. Our team has decades of experience working with companies large and small. We take a customized approach toward client engagements - for some clients, we serve as an outsourced investor relations resource and for others we provide assistance on important projects.”

Jonathan Destler has more than 15 years experience in investor relations, capital markets transactions and business development. Prior to founding Financial Profiles, Destler was a senior vice president at Lippert/Heilshorn & Associates, a leading national investor relations firm. Previously, he was a vice president at Financial Relations Board. Destler began his career as founder and operator of Destler Services, a New York-based investor relations firm.

“Our team brings to bear a unique combination of strategic counsel, Wall Street relationships and capital markets expertise,” Destler said. “Helping clients articulate their stories for Wall Street is critical. Getting the right story in front of the right investors, however, is equally important. We offer clients access to timely market intelligence, and our dedicated Wall Street outreach capabilities set us apart from other firms.”

## **About Financial Profiles, Inc.**

Financial Profiles is an independent investor relations and financial communications firm. We provide customized communications counsel and services to public and pre-IPO companies. Our team helps companies understand how investors value their businesses, address important issues that affect valuation, communicate growth strategies to investors, and build Wall Street support. Clients benefit from our team's expertise gained at major Wall Street and investor relations firms along with our results oriented approach. For more information visit [www.finprofiles.com](http://www.finprofiles.com).

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