

## **Use of Alternative Financing Vehicles by Public Companies on the Increase; Topic is Focus of Panel Discussion at Southern California Investor Conference Aug. 29**

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**Panelist Todd Wyche of Brinson Patrick to discuss current trends for at-the-market offerings**

NEW YORK, Aug. 4, 2011 – The increasing use of alternative financing vehicles by public companies will be the focus of a panel discussion at the Southern California Investor Conference on Aug. 29, 2011, at The Island Hotel in Newport Beach.

Todd Wyche, managing director of Brinson Patrick, will participate in the panel and discuss the advantages of at-the-market (ATM) offerings and why ATMs should be considered by chief financial officers (CFOs) to help raise capital in a more controlled and cost-effective manner as compared to traditional financing vehicles. He will also discuss the recent increase of the use of ATMs. Another panelist will be senior relationship manager of Silicon Valley Bank, Andy Pelletier.

“CFOs looking to raise capital face a challenging and expensive process due to uncertainty in the capital markets,” said Wyche. “ATMs enable a company to have better control on when capital is raised, and they have a lower cost of capital compared to traditional financing vehicles. For these and other reasons, ATM use has been steadily growing across a wide range of industries.”

An ATM offering provides an efficient means of raising equity capital over time by enabling a publicly traded company to tap into the existing secondary market for its shares on an as-needed basis. ATM offerings provide flexibility, efficiency, control, discretion and just-in-time capital with minimal dilution of stock when managed by an experienced ATM underwriter. In addition, ATMs do not dilute existing shareholders through discounting or issuing warrants, issues common to traditional capital raises. ATMs raise incremental capital over time, making them ideal for raising general working capital, funding specific projects, funding research and development, and paying off debt.

“The Southern California Investor Conference brings together executives from companies all around Southern California,” said conference chairman, Bud Leedom. “An important panel will be hosted during the conference that addresses the many alternative financing vehicles that exist today. Southern

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California provides one of the largest and most diverse concentrations of industry-leading companies. The availability of alternative financing vehicles has allowed many companies to finance themselves in a more strategic manner.”

The Southern California Investor Conference, hosted by California Equity Research LLC, brings together representatives from the leading growth companies of Southern California to present to investors from all over the nation. The companies represent a variety of industries including recognized life science, technology, media, and real estate/financial companies.

EDITOR’S NOTE: Visit [www.brinsonpatrick.com/mediakit.php](http://www.brinsonpatrick.com/mediakit.php) to access Todd Wyche’s biography, photograph and a Brinson Patrick fact sheet.

**Brinson Patrick Securities Corporation is a boutique investment bank**

that employs a single financing tool – DOCS® (Dynamic Offering of Common Stock) at-the-market (ATM) financing facility – to raise the capital for clients as they need it.

The DOCS® ATM is a low-profile equity offering appropriate for publicly traded companies across multiple industries and market capitalizations. It has been successfully utilized by companies in the energy, life science, technology, real estate, financial services and hospitality industries with market capitalizations that range from \$50 million to over \$1 billion.

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