

# TeleVote® PROXY VOTING SERVICE

## FACT SHEET

## Delivering the votes you need with one non-invasive yet productive telephone call

TeleVote proxy voting service is a unique telephone vote gathering tool for soliciting votes from both registered and Non-Objecting Beneficial Owners (NOBOs). This proven method of solicitation offers a productive and cost-effective alternative to the standard practice of re-mailing to and continuously calling shareholders.

The key to any successful solicitation is understanding who actually owns an issuer's shares. For many companies, a large percentage of their shareholder base is in retail or individual investor hands. Our experience indicates that without additional prompting, the response rate for retail holders is approximately 30%.

With our proprietary TeleVote® service, Georgeson is able to overcome this low response rate and quickly and efficiently contact tens of thousands of shareholders and receive verbal voting instructions over the phone. This vote is an "instant vote" that does not require any additional action by the shareholder and is tabulated almost immediately. Our TeleVote service allows us to increase the retail response rate to nearly 60% on average.

### BACKGROUND

Georgeson, the world's leading strategic shareholder response firm, has, for more than a decade utilized the TeleVote service to obtain verbal proxies and voting instructions from shareholders over the telephone. This proxy service has been extremely successful because it provides a proactive method to solicit votes and eliminates the need for shareholders to execute and return a proxy card. Instead, it targets specific share ranges to solicit votes and represents the best method, to-date, for active outbound solicitation. Shareholders simply give their voting instructions verbally to the Georgeson call center representative. It makes voting effortless, and clients benefit from the substantial cost savings and significantly increased voter turnout.

### BENEFITS

In essence, Georgeson's TeleVote service limits the number of unnecessary phone calls. Our records are updated daily so that we don't have to call shareholders that have already voted. We can focus our resources on purely unvoted accounts. Issuers have been pleased with its accuracy, cost effectiveness and speed in delivering the vote. What was once a tedious and expensive process has now been revolutionized with the use of cost-effective technology.

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### HOW TeleVote WORKS

#### Step 1

The issuer contracts with Georgeson to make the TeleVote service calls.

#### Step 2

The issuer requests in writing that the recordkeeper provide Georgeson with shareholder records, including name, address, control number, vote information and number of shares. (Georgeson can provide this request form.)

#### Step 3

The recordkeeper creates a shareholder file and transmits it electronically to Georgeson. (This process is normally accomplished within 24-48 hours.)

#### Step 4

With proprietary databases, Georgeson acquires contact information and begins soliciting unvoted shareholders.

#### Step 5

Each day Georgeson transmits a detailed electronic file of all voting instructions to the tabulator or intermediary for tabulation.

#### Step 6

Georgeson updates its records on a daily basis so that voted accounts are not called.

#### Step 7

A one-page confirmation notice is sent to the shareholder indicating how their shares have been voted. Georgeson's toll-free number appears on this notice, in the event a shareholder wishes to change their vote.

### ABOUT GEORGESON

Georgeson Inc. is the world's leading provider of strategic proxy and corporate governance consulting services to corporations and shareholder groups working to influence corporate strategy.

Since 1935, Georgeson has specialized in complex solicitations such as hostile and friendly acquisitions, proxy contests and takeover defenses. Georgeson leads more M&A transactions globally than any other firms combined. Georgeson also provides issuers with expertise in corporate events solutions such as post-merger unexchanged holder programs and information agent services.

Georgeson is a Computershare company. For more information, visit the Georgeson website at [www.georgeson.com](http://www.georgeson.com)