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NEWS RELEASE

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CALIFORNIA EQUITY RESEARCH, LLC TO HOST 2ND ANNUAL 2007 SOUTHERN CALIFORNIA INVESTOR CONFERENCE NOVEMBER 7

***-- Premier Southern California-Based Companies
To Present to More Than 300 Investors at Orange County Venue--***

San Diego – July 27, 2007 –California Equity Research, LLC will hold its 2nd annual Southern California Investor Conference November 7 at The Island Hotel in Newport Beach, California, featuring presentations by 35 public companies based in Los Angeles, Orange and San Diego Counties.

With more than 300 individual investors and portfolio managers expected, the conference will feature presentations by companies in big, mid and small market capitalization categories. Among the presenters last year were the Walt Disney Company; Qualcomm; WD40 Co; Beckman Coulter; Maxwell Technologies; American States Water; and others.

“This year’s conference promises to be another informative session featuring a variety of leading Southern California-based companies across a broad size and industry spectrum,” said Bud Leedom, Director of Research at California Equity Research. “As with last year, we are expecting a strong event as investors continue to seek out the most compelling investment opportunities available in our region.”

Investors wishing to register should visit www.californiastocks.com. The cost of attendee registration is \$35.00. The company presentations will be open to all interested parties as a live webcast from www.californiastocks.com and will be archived for a period of 30 days.