

SCC Email Alert
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STA White Paper on Proxy Processing Costs

The Securities Transfer Association (“STA”) today released a White Paper on the differences in issuer costs between the current regulated fee model and a proposed model in which proxy distribution services are subject to free market competition.

The STA White Paper compares actual invoices under the current system with the average pricing used by transfer agents in handling proxy processing services for shareholders registered with a public company. The STA’s study found that the average cost savings for many different types of issuers ranged from 40-50%, using the same services that issuers are paying for their street name holders.

Attached is a copy of the STA White Paper for your review. The STA will be including this survey information in its comment letter next week to the SEC, regarding the Commission’s Concept Release on the U.S. Proxy System.

Comments on this Concept Release are due at the SEC next Wednesday, October 20, 2010. Individual issuers and other stakeholders in the proxy processing system are encouraged to submit comments about the reform proposals contained in this comprehensive SEC Release. If you like the proposals offered by the Shareholder Communications Coalition, feel free to send in a comment letter supportive of our efforts and/or our ideas.

Pasted below is a link to the SEC’s Concept Release. Instructions for how to submit a comment letter are contained in the beginning of this document, or feel free to contact the Coalition for assistance through our website or via email at nholch@holcherickson.com.

<http://www.sec.gov/rules/concept/2010/34-62495fr.pdf>

Thank you for your interest in the Shareholder Communications Coalition.

Niels Holch
Executive Director