



THE CHANGING DYNAMICS OF ROAD SHOWS

What New Challenges Does the Evolution of the Capital Markets Present for Investor Relations Officers?

NEW YORK (Sept. 25, 2007) - The explosive emergence of hedge funds on Wall Street, and the shift in the generation and consumption of financial research are only two examples of many changing dynamics that present challenges to investor relations professionals today.

To maximize one's role, an investor relations officer must evolve his toolset to meet the demands of the changing capital-markets landscape.

On Thursday, September 27, 2007, the New York chapter of the National Investor Relations Institute (NIRI-NY) will host a panel discussion with capital-markets experts who will share perspectives on best practices for navigating the ever-evolving capital markets. Specifically, the discussion will focus on changing the dynamics of the so-called "road show."

"In order to build and execute an effective IR plan, we must constantly review traditional means of performing our function and be able to realize when our methodology needs updating," said Hulus Alpay, president of NIRI's New York Chapter, and Senior Vice President of Makovsky & Company. "NIRI-NY designs events that provide the education and solutions IROs need to successfully evaluate and adjust their practices. This upcoming panel will offer insight on how to best carry out a road show - one of an IRO's most critical tools."

The panel will be moderated by Eleanor Powell, executive director of investor relations for Estee Lauder, and participants will include: Barbara Doran, senior vice president and research investment officer for Neuberger Berman LLC; Rick Hanley, managing partner of Hanley & Associates; and Brian Tobin, managing director, corporate access for Banc of America Securities.

Sponsored by RR Donnelley, premier full-service provider of print and related services, the panel discussion will take place at NIRI-NY's monthly meeting at The Westin Times Square at 43rd Street and Eighth Avenue.

Registration begins at 5:30pm and the program begins at 6:00pm to be followed by a networking reception at 7:00pm.

The event is open to professional journalists free of charge. Advanced RSVP required.

To register, email: niri@mindspring.com, or cleanlists@mindspring.com

To prepay, go to: www.PayPal.com and make payable to cleanlists@mindspring.com.

To learn more about the organization visit: www.niriny.org

Event cost: \$50 for NIRI members, \$75 for non-members

Upcoming NIRI New York Events:

October 25, 2007 - Interactive data - what is the SEC talking about, how can it affect you and the Wall Street community?

November 15, 2007 - Earnings Guidance ("Does quarterly guidance still make sense?")

ABOUT NIRI-NY - NIRI-NY, the founding chapter of the National Investor Relations Institute (NIRI), is also its largest, with over 650 members. Founded in 1969, NIRI is a professional association of corporate officers and investor relations consultants responsible for communication among corporate management, the investing public and the financial community. Our members represent the majority of the largest publicly held corporations in the U.S. as well as many small and mid-sized companies. With over 4,300 members in 35 chapters around the country, NIRI sets the highest standards in education to advance the practice

of investor relations and meet the growing professional development needs of those engaged in the field. For more information, visit www.niriny.org.

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