



Earnings Guidance - Does it Still Make Sense? What Type of Guidance is Best?

NEW YORK - November 6, 2007 - The New York Chapter of the National Investor Relations Institute (NIRI-NY), in conjunction with the organization's Philadelphia Chapter, will host a panel discussion to explore the evolving practice of earnings guidance at publicly traded companies. The event will be held in New York on Thursday, November 15, 2007 at Bloomberg's state-of-the-art headquarters.

The program will explore the pros and cons of providing guidance in general, as well as various methods and timing. The discussion will include the recommendations of the CFA Institute and the Business Roundtable Institute for Corporate Ethics

Key issues to be discussed include the differences between the guidance policies of small and large-cap companies; an investor perspective on how public companies should handle guidance; and the relationship between providing guidance and not providing guidance on stock performance. Panelists will also address the reasons why some companies are discontinuing guidance and their experiences with this decision.

"This is a critical question for Boards, executive management teams and the investor relations officer at every public company," said Hulus Alpay, president of NIRI's New York Chapter, and Senior Vice President of Makovsky + Company. "This program will give investor-relations professionals the perspective of leading thinkers and practitioners among the corporate, academic, and investment communities. Such input from the company's key stakeholders is essential as they formulate or revise their guidance policies."

Panelists will include Lara Warner, Managing Director and head of US Equity Research at Credit Suisse; Mike Holbert, Director of European Equity Research, TIAA-CREF (one of the largest US pension funds); Charles Triano, VP of IR at Forest Laboratories; and Dean Krehmeyer, Executive Director of Business Roundtable Institute for Corporate Ethics. The panel will be moderated by Bernie Kilkelly, NIRI NY Board member and VP of IR at Delphi Financial Group.

The event will take place at the state-of-the-art Bloomberg facility at 731 Lexington Avenue. Participants will also have an opportunity to tour the facility after the program.

Registration begins at 5:30 pm and the program begins promptly at 6:00pm, followed by a networking reception and tours at 7:00 pm.

This event is free for NIRI members and Bloomberg clients, as well as professional journalists. Due to space limitations, advance registration is required. Onsite registration will not be provided for this event due to heavy security restrictions at the facility. Valid ID will also be required to enter the building.

To register, email: niriny@mindspring.com

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

Upcoming NIRI New York Events:

January 24, 2008: Activist Investors and How to Manage Them

March 6, 2008: Financial Media and the Investor Relations Officer

ABOUT NIRI - 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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