



NIRI NY to Host Program on XBRL/Interactive Data SEC Director of Interactive Disclosure to Join Panel

NEW YORK (Oct. 18, 2007) – The New York Chapter of the National Investor Relations Institute (NIRI-NY) will host a panel discussion on how investor-relations professionals can optimize communications with investors, regulators and analysts through the use of interactive data, or Extensible Business Reporting Language (XBRL) - formatted financial reporting.

The panel discussion is scheduled for Thursday, Oct. 25, 2007 at 6:00 pm, and will include David Blaszakowsky, Director of Interactive Disclosure at the Securities and Exchange Commission.

"The SEC recently announced the creation of the new office of Interactive Disclosure to lead the move to interactive data financial reporting by public companies," said Hulus Alpay, president of NIRI's New York Chapter, and senior vice president of Makovsky & Company. "We are thrilled to be one of the first organizations to introduce its Director to the investor-relations community."

Also on the panel will be Glenn Doggett, policy analyst for financial reporting at the CFA Institute Centre for Financial Market Integrity; and Matthew Birney and John Stantial, from the corporate office of financial reporting at United Technologies Corporation. The panel will be moderated by Michelle Savage, vice president, Adoption and Communications, XBRL US Inc.

Panelists will discuss the SEC's recent activities and forward-looking plans toward adopting and implementing XBRL technology as the standard means of financial reporting for public companies. They will also provide insight into how Wall Street views interactive data and how it will change the way they interact with publicly-traded companies.

"One of our goals at NIRI-NY is to identify emerging trends and topics that will impact the investor-relations profession," added Alpay. "We help our members to acquire the knowledge necessary to excel in their profession."

"With the SEC making milestone progress toward implementing a globally accepted technology for financial reporting, it's important that investor-relations professionals stay ahead of the curve and understand the latest XBRL developments. This technology will surely change the way we communicate with our various audiences in the future."

The program will include hands-on demonstrations of XBRL document-creation tools and teach participants ways to set up their own XBRL-formatted financials. Various providers of such tools will be on hand, including representatives of EDGARfilings, EDGAR-Online, Bowne, RR Donnelley, and CoreFiling.

The event is being held at the Westin Times Square, 43rd Street & Eighth Avenue in New York. Registration and networking begins at 5:30 pm, with the program beginning promptly at 6:00 pm. A networking reception will follow at 7:00 pm.

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 Event:

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

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