NIRI-NY October 12th Event Focuses on "New Technologies for Investor Relations"

IR & Digital Media experts discuss social media, virtual annual meetings and more

NEW YORK--(BUSINESS WIRE)--The New York Chapter of the National Investor Relations Institute (NIRI-NY) will hold an informative discussion this Tuesday on "New Technologies for Investor Relations."

Led by Felix Salmon, financial blogger for Reuters, a panel of IR, legal, and digital media experts will discuss such issues as new information dissemination channels (Twitter, Facebook, etc.) and the use of new technologies like streaming video and virtual meetings to target and reach investors.

Michael Becker, President of NIRI-NY and Senior Vice President, Financial Product Strategy of Business Wire, said, "The communications landscape is constantly changing, creating both opportunities and challenges for IR professionals. We're pleased to assemble an expert panel that can provide insight and advice through multiple lenses."

The panel discussion is scheduled for Tuesday, October 12, 2010 at 6:00 pm. The expert panel will feature:

- Moderator: **Felix Salmon** is a financial blogger for Reuters and is a leading voice in financial media and in journalism's new digital world. He has been blogging since 1999, having created the Economonitor blog for Roubini Global Economics and written the Market Movers blog for Portfolio.com.
- **Tom Campo**, Founder and President - Campo Communications, a strategic counseling firm specializing in corporate and financial communications, investor relations and reputation management. Previously, he was the founding investor relations and corporate public relations executive for Hearst-Argyle Television, Inc. He is a member of the NIRI Senior Roundtable and has been published in Aspatore Books', "Getting Your Message Across: IR & PR Executives Offer Leadership Strategies & Keys to Success."
- **Tim Carey**, Managing Director, Digital Media - ICR, Inc., has over 20 years of experience in technology, sales, marketing, venture capital, and traditional and new media. At ICR he spearheads helping companies develop communications strategies leveraging video, social media and web sites.
- **Lawrence Savell, Esq.**, Counsel - Chadbourne & Parke LLP, has 25 years of broad commercial and civil litigation experience, with a concentration in product liability and media law defense and counseling. He has advised numerous corporate clients on legal issues relating to website content, public statements; and advertising. Savell has served on the Media Law Committees of both the New York City and State Bar Associations. He has written frequently on social media issues, including an article in the October issue of Risk Management magazine, "15 Tips to Manage Social Media Risks."
- **Adam Spilka**, General Counsel and Corporate Secretary - Artio Global Investors Inc., is part of the management team that took the company public on the NYSE in September 2009. Prior to joining Artio Global, he held several senior roles at AllianceBernstein, including Senior Vice President, Counsel, head of the Corporate, M&A and Securities Practice Group, and Secretary.

Sponsored by Thomson Reuters and Broadridge, the panel discussion will take place at the Thomson Reuters building at 3 Times Square. 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. Please register in advance by emailing cleanlists@mindspring.com.

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ABOUT NIRI-NY

NIRI-NY, the founding chapter of the National Investor Relations Institute (NIRI), is also its largest with over 500 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. NIRI 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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