NIRI-NY Assembles Panel of Traders to Discuss Stock Volatility and Market Dynamics

November 16th program asks, "What's Really Moving Your Stock Price?"

NEW YORK--(BUSINESS WIRE)--The New York Chapter of the National Investor Relations Institute (NIRI-NY) presents Bloomberg anchor Pimm Fox and a panel of experienced institutional traders to address, "What's Really Moving Your Stock Price?"

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The panel will cover market dynamics, how the trading of options and derivatives affect the price of common stock, and what IROs and their companies can do to reduce volatility.

Michael Becker, President of NIRI-NY and Senior Vice President, Financial Product Strategy at Business Wire, said, "as the markets become more sophisticated, the investor relations practitioner too must become more sophisticated in order to keep pace with rapidly changing market dynamics. We are very fortunate to have such a seasoned panel of experts to share their collective knowledge with our members."

The panel discussion is scheduled for Tuesday, November 16, 2010 at 6:00 pm. The panel will feature:

- Moderator**: Pimm Fox** is a Bloomberg Television anchor and Bloomberg Radio host of the investment program, "Taking Stock with Pimm Fox." As the host of Taking Stock, Fox provides access into the world of professional investing through conversations with top Wall Street analysts, fund managers and CEOs, offering insight into how company news, long-term strategy, trading tactics and market techniques impact stocks, bonds and commodities.
- **Robert Kissell,** Executive Director, Direct Execution and Portfolio Trading, UBS. Prior to joining UBS, Kissell was with JP Morgan, where he served for six years as Head of Quantitative Trading Strategies. He has over seventeen years of professional experience, working in similar capacities at Citigroup/Smith Barney, Instinet Corporation, and in various consulting roles. Author of the industry bestselling book *Optimal Trading Strategies*, Kissell has published numerous research papers and articles and is an associate editor of Institutional Investor's Journal of Trading.
- **Thomas O'Mara**, Managing Director, Equity Derivatives and Convertibles, Cowen & Co. Prior to joining Cowen, O'Mara spent over 14 years at Credit Suisse First Boston where he held a number of senior positions including Global Head of Convertible Securities, Global Head of Cash Equities and Global Chief Risk Officer for the equities division. Previously, O'Mara spent five years at Lehman Brothers in the convertible securities group, and has also spent time on the buy side, including managing multi-strategy assets in a hedge fund structure.
- **Christian Bruner**, Systematic Trader, Citadel Securities. Bruner oversees trading of liquid corporate bonds, providing liquidity for the firm's institutional clients. Prior to joining Citadel, he managed the Systematic and Algorithmic Trading portfolio at Lionhart (USA). Previously, he served as a Consultant and Market Maker with HedgeStreet, Inc. Bruner also spent nine years at UBS Investment Bank, where his final position was Head of FX Quantitative Advisory and Development.

Sponsored by Bloomberg, the panel discussion will take place at the Bloomberg offices at 731 Lexington Avenue. 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 approximately 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.