NIRI-NY to Hold Event on March 8 With NYU Stern Professor Baruch Lev, Author of "Winning Investors Over"

NEW YORK--(BUSINESS WIRE)-- The New York Chapter of the National Investor Relations Institute (NIRI-NY) will hold its monthly program on Thursday, March 8, 2012 featuring Professor Baruch Lev of New York University's Stern School of Business. Professor Lev is the author of several books including his most recent, "Winning Investors Over: Surprising Truths About Honesty, Earnings Guidance, and Other Ways to Boost Your Stock Price" (Harvard Business Press Books, Nov. 2011). The event will be moderated by Gene Epstein, Economics Editor of *Barron's*.

The event will be hosted by the NYU Stern School of Business and will be held at the school's Kaufman Management Center, 44 West 4th Street, with registration beginning at 6:00 pm. Registration is open to NIRI-NY members and non-members, and information is available on the chapter's website at http://www.niriny.org.

Bernard Kilkelly, President of NIRI-NY and Vice President, Investor Relations for Delphi Financial Group, Inc., said, "Baruch Lev's new book "Winning Investors Over" provides valuable insight into critical topics facing public companies today, including many issues that investor relations officers grapple with on a daily basis. We look forward to a lively and informative discussion with Professor Lev and Gene Epstein of *Barron's*. NIRI-NY appreciates the support of NYU's Stern School of Business in hosting this event."

Baruch Lev is the director of the Vincent C. Ross Institute of Accounting Research and the Philip Bardes Professor of Accounting and Finance at the NYU Stern School of Business. In his current positions, Professor Lev teaches courses in accounting, and financial analysis. Professor Lev has been with NYU Stern for 15 years. He is the author of five books including "Intangibles: Management, Measurement, and Reporting," and "Financial Statement Analysis: A New Approach." Professor Lev has published more than 100 research studies in the leading accounting, finance and economic journals. Before joining NYU Stern, Professor Lev held professorial positions at the University of Chicago, the Hebrew University of Jerusalem, Tel Aviv University, where he was dean of the business school, and University of California at Berkeley.

Gene Epstein became the first Economics Editor of *Barron's* in 1993 and writes the weekly column "Economic Beat." Epstein also writes features and cover stories on economic and social trends. Before joining *Barron's*, Epstein did a 13-year stint at the New York Stock Exchange, mainly as a senior economist. He has taught economics at the City University of New York and St. John's University. Epstein's book, "ECONOSPINNING: How to Read between the Lines when the Media Manipulate the Numbers," was published by John Wiley in August 2006.

ABOUT NIRI-NY

NIRI-NY, the founding chapter of the National Investor Relations Institute (NIRI), is also the largest chapter with over 450 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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