



NIRI'S May Meeting Will Host a Roundtable with Top Local Journalists

Members of media to discuss how to work effectively with business, finance and technology reporters

DENVER, Colo., April 23, 2008 - The Rocky Mountain Chapter of the National Investor Relations Institute (NIRI) announced today that its monthly program will feature a roundtable of top local journalists. Attendees will have the opportunity to talk with different reporters and editors to learn about their pitching styles, what kinds of stories they are looking for and the changes they are seeing in local media outlets.

Who: Greg Avery is the telecom, technology and aerospace reporter for the *Denver Business Journal*. Previously, he was a reporter at the *Boulder Daily Camera*, a reporter at the *Longmont Daily Times-Call* as well as the city editor and reporter at the *Louisville Times*.

Al Lewis has been business columnist of the *Denver Post* by the *New York Times* and MediaNews Group news services. He discusses his column on Denver's 9News, KUSA-TV on Sunday mornings. He also writes a blog called *Talk Back To Al*.

He has worked as either a financial writer or editor since 1985. He has won several awards, including honors from the Associated Press, the Society of Professional Journalists, the Colorado Press Association and the Society of American Business Editors and Writers. He also won the 2000 Morton Margolin Prize for Distinguished Business Reporting from the Daniels College of Business at the University of Denver.

Mike Cote is editor of *ColoradoBiz*, a monthly business magazine celebrating its 35th year. He previously worked at the *Daily Camera* in Boulder as business editor and city editor and has taught journalism at the University of Colorado. *ColoradoBiz* covers a wide spectrum of business issues, including science and technology, sustainable business practices, real estate, finance, health care and small business. The magazine also operates cobizmag.com, a website featuring exclusive content, including video interviews with business executives and newsmakers.

David Milstead is the Finance Editor for the *Rocky Mountain News*, covering corporate finance through stories, his column and a blog. Milstead joined the paper in April 2001 from *The Wall Street Journal*. He passed Level I of the Chartered Financial Analyst exam in December 2007.

What: During the roundtable, Avery, Lewis, Cote and Milstead will meet with attendees to share their expertise on pitching styles, the types of stories they are looking for, as well as the visible changes in today's local media outlets. Attendees will be able to come to the roundtable with questions, comments, and concerns in order to learn the right way to pitch the best story.

Please click here to register for the event: <http://niri.barkerdesign.com/>

When: Tuesday, May 13, 2008
11:30 AM - Check-in
Noon - 1:15 PM - Lunch and Presentation

Where: The Denver Athletic Club
1325 Glenarm Place
Denver, CO
303-534-1211

Cost: NIRI Members - \$38
Non-members - \$55

For members who wish to view the presentation, it will be available via a link on the home page of the Chapter's Web site (www.rockyniri.org) beginning the next day. The presentation will be captured as a rich media recording courtesy of Boulder-based Catapult PR-IR (www.catapultpr-ir.com). Just click on the link and it will play back automatically. All that is needed is a Windows Media Player and preferably high-speed Internet access. This is a unique service that only the Rocky Mountain Chapter of NIRI is offering its members. Please send your feedback to Terri Douglas, Catapult PR-IR at tdouglas@catapultpr-ir.com.

With more than 4,300 members in 35 chapters around the country, NIRI sets the highest standards in education designed to advance the practice of investor relations and meet the growing professional development needs of those engaged in the field.

The Rocky Mountain Chapter includes over 100 corporate practitioners, IR consultants and IR-related service providers, resulting in a dynamic mix of IR professionals dedicated to promoting the practice of investor relations within the business and financial communities.

The goal of the Rocky Mountain Chapter is to advance the profession of investor relations. By providing innovative monthly programs, it seeks to create a greater understanding of effective and sound investor relations practices within its membership and the greater business community. It also strives to foster a collegial environment where investor relations practitioners can share their knowledge and experiences. The Chapter's objective is to provide an opportunity for participation in local activities that are both enlightening and enjoyable. For information about becoming a member of NIRI, please contact Brenda Bell at BusinessWire at 303-861-8837.

About the NIRI Rocky Mountain Chapter

The NIRI Rocky Mountain Chapter has more than 100 members representing most of the major public companies in the Rocky Mountain region. The chapter holds regular monthly meetings and specially scheduled educational seminars featuring experts on leading issues affecting publicly traded companies and the investor relations profession. For more information on the Rocky Mountain Chapter, please visit its Website at www.rockyniri.org.

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