



April 6, 2004

Investor Targeting: Delivering the Goods

DENVER, April 6 /PRNewswire/ -- Investor targeting and outreach are some of the most gratifying activities for an effective investor relations program. But what is the best approach for targeting and how do the approaches differ by company market capitalization? What services are available to help with investor targeting and outreach? How should you balance visiting existing shareholders and prospecting new ones? What are some proven ways to plan and execute road shows, analyst days, international meetings, facility tours and other events designed to attract fresh money into your company's securities?

Three experienced Investor Relations Officers (IROs) will share their best practices for investor targeting with us in April. These IROs include Doug Eisenbrandt, Director of Investor Relations and Corporate Finance, CIBER, Inc.; Melissa Marsden, Vice President, Investor Relations, ProLogis; and Becky Winning, Vice President, Investor Relations and Corporate Communications, InfoNow Corp. All three IROs have extensive backgrounds in designing and executing effective investor targeting and outreach programs for companies with various market capitalizations. Collectively they bring more than 50 years of hands on experience in developing targeting strategies and outreach programs for small, mid and large-cap companies.

So join us on Tuesday, April 13, 2004 to hear how these three IR pros "deliver the goods" for their managements and companies through investor targeting and outreach.

When: Tuesday, April 13, 2004
11:30 Check-in
12:00 Noon-1:15 PM Lunch and Presentation
Where: The Westin Hotel, Tabor Center
1672 Lawrence Street, Denver
Cost: NIRI members - \$35
Non-members - \$45

RSVP: A credit card is required to reserve a seat, but you may pay by check or cash at the door. Please fax the attached sheet to 303-451-7567 by Friday, April 9, 2004.

CANCELLATION POLICY: Cancellations must be received at least 2 business days prior to the meeting by calling Miriam MacKay at 303-457-2119. Reservations that are not cancelled will be billed. Credit cards on file will be processed for reservations that are not cancelled.

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. The goal of the NIRI Rocky Mountain Chapter is to advance the profession of investor relations. By providing innovative monthly programs, we seek to create a greater understanding of effective and sound investor relations practices within our membership and to attract new members. We also strive to foster a collegial environment where investor relations practitioners can share their knowledge and experiences. Our objective is to provide an opportunity for participation in Chapter activities that are both enlightening and enjoyable.

For further information on our chapter or upcoming meetings, please visit our web site at www.rockyniri.org.