



April 7, 2009

Adding Value through Competitive Intelligence

DENVER, CO., April 7, 2009 - The Rocky Mountain Chapter of the National Investor Relations Institute (NIRI) announced today that its April 14th meeting will feature Dennis Sienko, competitive intelligence manager for Qwest, who will discuss how investor relations professionals can provide value-added competitive intelligence information to senior management. Learn more about competitive intelligence and how to use it to enhance your value within an organization.

Who: Dennis Sienko has a MBA degree and a M.S. degree in geophysics. He currently works as a competitive intelligence officer for Qwest. Prior to that, Mr. Sienko served as an investor relations/market research officer for an international mining company. He also initiated and directed the competitive intelligence for Johns Manville and AT&T Broadband. Mr. Sienko has been an active member of the Society of Competitive Intelligence and is a frequent speaker at its annual meeting.

What: Among other topics, Mr. Sienko will discuss:

- How to use competitors' company conference calls, analysts' reports and trade shows to compile competitive profiles;
- Strategies to estimate competitors' revenue, market share, and next moves;
- The use of 'role plays' to develop strategic direction; and
- Competitive intelligence ethics.

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

When: Tuesday, April 14, 2009

11:30 AM - Check-in

12:00 - 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 are unable to attend the presentation, it will be available via a link on the home page of the Chapter's Web site (www.rockyniri.org) the following 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 to play back automatically. All that is needed is a Windows Media Player and preferably high-speed Internet access. Please send your feedback to Terri Douglas, Catapult PR-IR at tdouglas@catapultpr-ir.com.

About NIRI and the Rocky Mountain Chapter

With more than 4,300 members in 35 chapters around the country, the National Investor Relations Institute (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 represents most of the major public companies in the Rocky Mountain region with a membership that includes over 100 corporate practitioners, IR consultants and IR-related service providers. The chapter holds regular monthly meetings and special events 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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