



Announcing a benefit for NIRI Virtual Chapter members:

THE VIRTUAL ALLY PROGRAM

Click with your counterparts...kindle some chemistry.

Get IR information, viewpoints, and suggestions from your peers.

As Virtual Chapter members, we don't get many chances to experience the natural chemistry that kindles when people meet regularly in face-to-face settings. We need a way to create that chemistry virtually—and that's what the new Virtual Ally program aims to do. No Bunsen burners or test tubes needed—just a desire to connect with your colleagues and gain IR insights.

THE VIRTUAL ALLY PROGRAM IS FOR:

- New IR practitioners
- Seasoned IR pros
- And every other Virtual Chapter member!

YOU CAN USE THE VIRTUAL ALLY PROGRAM:

- To tap the talents of other Virtual Chapter members
- When you seek a sounding board
- If you want to build a network of contacts

USE THE VIRTUAL ALLY PROGRAM WHEN YOU:

- Want to discuss changes at the NYSE and the Nasdaq
- Have questions about the new E-Proxy rules
- Want to know what your colleagues think about hedge fund activism
- Need help building an IR plan and budget
- Want to hear other views on IR topics, issues, or concerns

IT'S EASY. You can have as many—or as few—virtual allies as you want.

- **YOU** decide with whom you would like to have more interaction.
- **YOU** determine your level of participation.

We are launching the Virtual Ally program in two phases:

1. Telephone chat sessions to discuss IR issues
2. An online database

Virtual Ally chat sessions are telephone-based open discussions of IR issues, challenges, and concerns. They are intended to:

- Help you access other Virtual Chapter members.
- Let you self-select with whom you want additional contact.

Chat session features:

- There are no set agendas or scheduled speakers.
- Each session’s participants determine what IR topics they want to cover.
- No pre-registration is required.
- Call participants will be asked for their names, company names, and telephone numbers.
- We will circulate participants’ contact information to all participants of each session, usually within 48 hours after each session concludes. We will add e-mail addresses (from NIRI membership data) to the contact information participants provide.
- Participants may then contact each other—and form alliances—as they choose.
- Chat session rules of engagement will be posted on www.nirivirtual.org.

Virtual Ally chat session schedule

- Chat sessions start at 12:00 Noon Eastern time and last one hour.
- Virtual Ally chat sessions are scheduled for:

2009	2010
July 27	January 25
August 24	February 22
September 28	March 22
October 26	April 26
November 16	May 24
December 14	June 28

Virtual Ally chat session dial-in details

- From inside the United States: (877) 407-8035
- From outside the United States: (201) 689-8035
- Ask for the Virtual Ally Chat Session

FOR MORE INFORMATION

For more information about the Virtual Ally program, contact any of these Virtual

Chapter Professional Development Committee members:

Beth Carty – bcarty@precisionIR.com Ann Guimard – guimard@fineo.com

Raj Mehan – rmehan@steelcase.com

Make your Virtual Chapter membership more real. Become a Virtual Ally!

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