



Marketwire for IR professionals

Represent your organization to shareholders, analysts and the media — easily, accurately, and professionally.

Complete, innovative IR tools and solutions

Strict regulations. Intense filing requirements. Multiple media outlets. Tight deadlines. Marketwire understands the complex day-to-day needs of investor relations professionals.

**Marketwire
IR solutions —**
make the most
of every minute.

Distribution

For IROs, distributing financial information is only half the equation. The other half is ensuring the information is accurate, published in a timely manner, and — most of all — meets regulatory requirements. Marketwire helps you make the most of every minute you dedicate to your investor relations communications, while ensuring accuracy, best practices and maximum reach.

We distribute your corporate news to the right audience at the right moment, so you reach key financial markets, newswires, analyst terminals, websites and online databases around the globe, including Reuters,[®] Bloomberg,[®] Yahoo![®] and more. And with our translation services, you can be sure your message holds its meaning.

In addition, Marketwire offers a range of options for your SEDAR and EDGAR filing requirements in Canada and the United States — satisfying all your North American disclosure needs.

As an approved primary information provider (PIP) authorized by the FSA, we're able to provide all required regulatory services and assist with the dissemination of financial news throughout the United Kingdom, Western Europe and Asia Pacific. Effective pan-European disclosure via our Transparency Obligations Directive (TOD) services, XBRL conversion and consulting are also available.

Multimedia

Getting news to stakeholders and the investment community is a critical component of investor relations practices. But today's investors expect even more. Interaction with your target audiences through sight and sound fully enhances your communication efforts and helps your news stand apart from the crowd. Our comprehensive multimedia services include:

- **Webcasting and Conference Calling**

Make live presentations widely available to investors and stakeholders over the Internet or by phone. Marketwire can help you set up calls, direct people to your talk, manage the webcast or call and post it online for later viewing.

- **Broadcast, Photo Options and Embedded Video and Links**

Include images and live footage in your releases. Marketwire can provide b-roll production, embedded video or links, high-resolution photography and more.

- **Search Engine Optimization**

Drive web traffic and maximize online visibility by activating live hyperlinks and automating SEO processes for every press release you post.

Monitoring

Keep your finger on the pulse of the market and the path of your news release with Marketwire's monitoring tools:

- Confirmation on where your release was distributed.
- Customized, visual reports illustrating where your release posts all around the web, as well as intelligence to keep you in the know on what's being said about your industry and organization.
- Up-to-date information identifying how many times your release was accessed, from where and by whom.

Plus, get reports delivered by email in a user-friendly, interactive format — complete with colorful charts and graphs — that allow you to sort, manage and even email results to all of your target audiences.

Pulling it all together into one easy workflow solution: Easy IR

You'll have ultimate peace of mind knowing you have one central repository for investor communications. Easy IR combines key components of Marketwire's competencies into a powerful and easy-to-use IR workflow solution. And, like all of Marketwire's products, it's backed by a dedicated 24/7 customer service team, ensuring that you're always covered. If you're working, we're working. It's that simple.

Easy IR allows you to manage communications to institutional and retail stakeholders, post to your website and reach financial newswires, analyst terminals, websites and online databases automatically.

As soon as information goes over the wire, it's posted on your own website — instantly and error-free. Tap into the other great benefits of Easy IR.

- Make SEC filings EDGAR- and SEDAR-ready and post in one step
- Include photos, graphics and video in your news releases
- Schedule, manage and post webcasts and conference calls
- Integrate your easy-to-use IR site with your corporate website
- Manage blast fax and email lists
- Maintain an online press library
- Track results and more

With one of the largest financial distribution footprints in North America and a premier offering of worldwide delivery options, Marketwire gives you exactly what you need: access to a vast selection of geographic, trade and targeted audience distribution channels; a variety of multimedia options; monitoring capabilities; and an easy workflow solution that brings it all together.

Take advantage of a full suite of IR tools and resources that make it easier to communicate with the right people at the right time. Call Marketwire today.

