



## BLOOMBERG & PRECISIONIR

The PrecisionIR Group and Bloomberg Markets magazine are joining forces on a new integrated media platform targeting institutional investors, Bloomberg Markets Spotlight, which will launch September 1, 2011.

Combining the unsurpassed reach of Bloomberg Markets among institutional investors with PrecisionIR's multi-media investor outreach assets, Bloomberg Markets Spotlight is an investor relations showcase for public companies, providing an innovative way for companies to target and communicate with institutional investors. [Click here to read the official press release.](#)

Dear %%FirstName%%,

We hope you catch the excitement we feel at PrecisionIR as we continue taking innovative steps toward improving our products and enhancing your user experience. We're committed to 2011 being directly focused on providing solutions that support your IR efforts, which is why you'll be enjoying concrete changes that will exceed your marketing expectations.

This month you'll be alerted about a new partnership with Bloomberg Markets magazine, which promises to set a new definition of driving institutional investor interest. Also, on June 30<sup>th</sup>, PrecisionIR will launch the a new 2.0 investor outreach program. You said you wanted an easier client experience, so we not only listened, but also took great strides to create a one-stop IR toolbox and news hub that will support all your IR outreach needs.

We're also excited to be exhibiting at the National Investor Relations Institute Annual Conference and the Canadian Investor Relations Institute Annual Conference. If you're planning on attending these meetings, come by our booth to learn more about the exciting 2.0 investor outreach platform and Bloomberg Markets Spotlight opportunity.

Here's to making this your best year yet,

Michael Pepe  
Chief Executive Officer

## Coming soon to a desktop near you - PIR 2.0

Wouldn't it be great if all the PrecisionIR products, services and information that help you communicate your company's investment story could be accessed in one centralized location? As of June 30, you'll be able to do just that through the new client desktop 2.0. A single login instantly assembles all the tools, data and service you need right at your fingertips, from updates on your progress across the various products you've invested in, to news updates, live chat support, and much more.

Better yet, your client desktop assets are strategically grouped according to the three essential modes necessary for IR success:

- **Target** - access targeting tools and exclusive media partnerships to uncover the institutional and individual investors most likely to invest in your stock.
- **Connect** - access the most comprehensive suite of cutting edge tools available today to reach your targeted investors.
- **Analyze** - access simple, easy-to-digest reports to analyze the effectiveness of your investor outreach.

The new client desktop 2.0: think of it as your one-stop IR toolbox and news hub. Stay tuned for the official launch on June 30. For more information, please contact Scott Moody, [smoody@precisionir.com](mailto:smoody@precisionir.com) or Jeremy Derenne, [jderenne@precisionir.com](mailto:jderenne@precisionir.com).

Join **PrecisionIR** in the world's largest investor relations event.

Enhance the way you target, connect and interact with your shareholder base

Annual  
Conference



BOOTH  
2011

## FROM AN IRO

PrecisionIR Group has been an invaluable service for our company in distributing and hosting key financial, news and strategic information through reputable channel partners.

We particularly like the tailored packages to be used according to a current budget and the ability to purchase additional distribution services as needed. I have recommended PrecisionIR to companies with a wide range of market capitalization and have personally used consistently PrecisionIR for more than 5 years.

*LeonardMacMillan&Associates, MAX Resource Corp, TerraX Minerals Inc.*

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