

PrecisionIR and Bloomberg Introduce Bloomberg Markets Spotlight



A Virtual Platform for Communicating Your Company's Message

Reaching Institutional Investors



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® magazine 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.

The Bloomberg audience has the highest composition of financial experts and is the most influential name in the world of finance, business and financial media. With unparalleled global reach it is easy to see why Bloomberg carries the reputation for having the highest concentration of financial services professionals.

This Exclusive Offer Provides an Opportunity

Gain maximum exposure to an elite group of investors through the Bloomberg Markets Spotlight online platform. Highlight your company's story in a customizable 30-minute webcast, which will be marketed and broadcasted on the virtual platform. Consistent promotions of your story to this audience include:

- Daily promotion of your webcast to 355,000+ Bloomberg terminals users at login
- An ad in Bloomberg Markets® magazine featuring your company information and logo to promote your 30-minute webcast
- Featured promotion of your webcast on the Bloomberg Markets Spotlight website the month it is introduced
- Additional marketing to over 500,000 active high-net worth investors of PrecisionIR's Annual Reports Service



For more information
or to learn more,
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