

NEWS ALERT

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KDPaine & Partners launches new tool for Investor Relations measurement; becomes the first research firm to integrate PR, HR, IR, AR and Social Media Measurement

BERLIN, NH – December 8, 2008: With the launch of its IRDashboard™, the first comprehensive measurement and analysis tool for the Investor Relations (IR) professional, KDPaine & Partners becomes the first communications measurement firm to provide measurement tools for all aspects of corporate communications. The Berlin, NH-based communications research firm can now integrate metrics for internal and external communications, social media, analyst relations and investor relations into a single dashboard or a standard set of Key Performance Indicators (KPIs.)

Based on detailed content analysis and a rigorous scientific coding methodology, the IRDashboard™ determines the salience and relevance of different themes and topics to the overall conclusions of financial analysts' reports. By monitoring these influences over time, an IR department can determine the impact that their specific communications efforts are having on the investment community.

“For years, the assumption has been that the only metric that matters in IR is stock price. But in today’s environment, where stock price is influenced as much by communications from Capital Hill as it is by any internally-driven efforts, IR professionals lack a consistent way to measure their results,” explains Katie Delahaye Paine, CEO of KDPaine & Partners. “We took a broader perspective, and looked at what actually contributed to the conclusions that financial analysts draw in their reports. We track the specific lines of business, initiatives and battles companies confront, as well as the physical presence of key messages and themes. We even look to the presence of charts, graphs and visuals to determine their influence on the thesis of each analysts report,” Paine added.

KDPaine’s IRDashboard™ relies on clients to define the specific lines of business, battles and themes that are high on its priority list. We then develop a set of coding instructions that train human analysts to determine the salience and relevance of each of these themes and elements to the conclusion that the analyst draws – typically buys, sell or hold. As it is analyzed, the information is entered into KDPaine’s web-based Dashboard tool which enables the client to see their results whenever they are needed.

KDPaine’s IRDashboard™ is available immediately. Pricing starts at \$10,000 per year and is based on the number of analysts’ reports that are analyzed. For more information contact Angela Olesen aolesen@kdpaine.com.

About KDPaine & Partners

KDPaine & Partners is a Berlin, New Hampshire, based consultancy that provides plans, products and services that help Public Affairs and Marketing professionals measure their success and make better, more informed decisions for their organizations. For more information about KDPaine & Partners, go to <http://www.kdpaine.com>.

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