



OpenChannel.info Webcast to Spotlight Investor Relations and Public Relations Convergence on November 6

Presidents of PRSA, NIRI and Leaders from IR and PR Communities to Debate Merits and Pitfalls of Merging Practices for Companies and Agencies

MAYNARD, Mass., November 4, 2002 – OpenChannel.info, the number one community and open information resource for shareholder communications professionals developed by Shareholder.com, announced that its next webcast, “The IR/PR Convergence: Tearing Down the Silos” will be held at www.openchannel.info at 2:00 p.m. EST on Wednesday, November 6, 2002. The panel will discuss the issues concerning the fusion of investor relations (IR) and public relations (PR) practices in companies and communications agencies. The live webcast is free and open to the public, who can submit questions to the participants during the event.

The webcast will address the following issues:

- Is the IR/PR convergence a power grab? More spin? Or a concerted effort to consistently communicate the company’s message and serve stakeholders?
- Will smaller staff and budgets benefit from a combined practice? Or will combining efforts lead to clashes and under-serviced accounts?
- How will IR and PR staff mesh, given their differences when working with analysts, executives, legal departments and the public?
- How will a combined department face the challenges of incorporating new and upcoming changes in corporate governance and SEC regulations?

Panelists

- **Dianne Douglas**, *Vice President, Investor Relations, Mattel, Inc.*: Ms. Douglas is responsible for all communication between Mattel and the investment community. She previously worked as Senior VP of IR at Associates First Capital Corporation.

- **Donald E. Eagon**, *Vice President, Global Communication and Investor Relations, Diebold; Chairman, NIRI*: Mr. Eagon is vice president of global communication and investor relations of Diebold, Inc., and the current chairman of the National Investor Relations Institute (NIRI). He is also a member of the NIRI Voluntary Advisory Network and the Arthur W. Page Society.
- **Peter Hall**, *Director, Investor Relations, BP*: Mr. Hall joined Shell-Mex and BP in the UK in 1970 and joined the Investor Relations group in 1991, and is now Director, with specific responsibilities for the UK, Continental Europe and Asia. He is a board member and Fellow of the Investor Relations Society (FIRS) and Deputy Chairman of the Professional and Public Affairs Committee.
- **Joann Killeen**, *APR, Fellow PRSA; President and CEO, PRSA; President & CEO Killeen Communications*: Ms. Killeen is a 25-year veteran of the PR and IR industries, and is currently President of both Killeen Communications and the Public Relations Society of America (PRSA). She was elected to the PRSA's College of Fellows in 1994 and is the winner of the 2002 Outstanding Public Relations Professional Award for Los Angeles.

Carol Metzker, Contributing Editor of NIRI's IR Update, will moderate the discussion.

Bradley H. Smith, Shareholder.com's Director of Marketing Communications, will host the event.

Listening to the Webcast

The webcast will be broadcast live on www.openchannel.info at 2:00 p.m. EST on Wednesday, November 6. Anyone who wishes to listen to the webcast is recommended to log on 10 minutes before the event. The webcast will also be archived on the OpenChannel website and become a permanent part of the OpenChannel Knowledge Base. Since launching in June, almost 7,000 visitors have accessed OpenChannel's knowledge base and educational webcasts for shareholder communications.

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About Shareholder.com

Shareholder.com has 10 years of experience facilitating communications between listed companies, their shareholders and the investment community. Shareholder.com provides a comprehensive suite of investor relations services, including creating and managing customized investor relations web sites, audio/video webcasts, conference call services, on-site live event management, institutional targeting tools, annual report conversion synchronous news dissemination via email/fax/website and intranet, and global fulfillment services. Over 750 companies around the world, including ABN AMRO,

Coca-Cola Enterprises, eBay, Hewlett-Packard, Hudson's Bay Co., IBM, KLM, Legal & General, Merrill Lynch, Microsoft, Nike, Procter & Gamble, Prudential Financial and Yahoo! rely on Shareholder.com for vital communications with investors and analysts. The company, based in Maynard, Mass., has offices in Amsterdam, London and San Francisco, has been profitable for over eight years and is privately held. For more information, please visit www.shareholder.com.

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