

Enhanced Audio Webcast

Solutions for a Global Communications Strategy

Webcasting is the most effective and reliable communication technology available to reach a global network of investors. The New York Stock Exchange is pleased to offer its customers the Enhanced Audio Webcast. Thomson Financial's Enhanced Audio Webcast enables you to deliver your corporate message to portfolio managers, analysts and individual investors in a virtual, interactive platform. This service offers a range of features and options for live and archived webcasts of your corporate events—earnings calls, analyst days, shareholder meetings and more.

Benefits of the Enhanced Audio Webcast

Broad Distribution Channel

- Thomson StreetEvents, the industry-standard resource for market-moving event information, available exclusively to 22,000 professional investors
- Over 20 leading financial websites, including MSN, Yahoo! Finance and AOL Personal Finance
- First Call note
- nyse.com
- Your company's website

Advisory Release

- An advisory release notifies hundreds of financial databases of your event and enhances your exposure to this critical audience.

Usage Reports

- Guestbook registration allows you to gather listener information for future targeting efforts.
- Event Summary Report shows who registered and listened to your event via your website, Thomson StreetEvents or Individual Investor Network.

Event Page

- A customized webcast event page is integrated into the look and feel of your website with direct links to supporting material.

Archiving Feature

- Calls are archived and indexed for future participants.

24/7 Webcast Support

- Thomson's customer service team is available 24 hours a day, 7 days a week to offer superior webcast support.