

**PrecisionIR Group and Bloomberg Markets Magazine Launch
Bloomberg Markets Spotlight --
Integrated Media Platform Targeting Institutional Investors**

Richmond, VA (May 16, 2011) The PrecisionIR Group and Bloomberg Markets magazine are partnering 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.

Bloomberg Markets Spotlight will be a stand-alone website built on media-rich content capabilities and on-demand webcasting, presenting public companies committed to increasing their stock liquidity and extending their shareholder base among investors. Content will include road show investor conference presentations, earnings reports, analyst day highlights, CEO interviews, corporate development overviews and much more. Participating companies receive substantial, upfront promotion for their presentation followed by ongoing exposure via a searchable directory, optimized for audience building.

The website will be promoted with an ongoing campaign in Bloomberg Markets magazine, and additional audience building generated by PrecisionIR's proprietary investor marketing engine.

PrecisionIR will take the lead on client sales and services as a core component of its IR services. Due to expected demand among corporate clients, PrecisionIR has established a rolling closing schedule. Contracts for the September launch will be due in by June 1.

"Bloomberg Markets is the most potent name in finance, business and financial media," says Michael Pepe, CEO of PrecisionIR Group. "The magazine's 355,000 global subscribers offer the highest concentration of financial services professionals including fund managers, brokers, dealers and investment bankers – an essential audience for IR professionals."

Bloomberg Markets has won more of the top business and investigative journalism awards in the past 10 years than its competitors combined. Bloomberg Markets was recently named a Pulitzer Prize finalist for its "Duping The Families of Fallen Soldiers" series. The magazine won the Investigative Reporters and Editors Award (IRE) in the Magazine category for the same series. On March 18th, Bloomberg Markets won nine Society of Business Editors and Writers (SABEW) Awards, more than any other magazine. Last year, Bloomberg Markets had a record-setting year in advertising revenue.

For further information, please contact the PrecisionIR Group: Scott Moody, Vice President North American Sales (smoody@precisionir.com; 1-804-327-3440) or Jeremy Derenne, EU Managing Director (jderenne@precisionir.com 44-(0) 207-192-0873)

About PrecisionIR

For over 20 years, PrecisionIR has helped issuers build interest in their companies amongst retail and institutional investors. Through its unique network of over 100 media partners around the world, and a proprietary database of more than one million investors, PrecisionIR provides unmatched distribution for issuers' investor communications initiatives. Over 2,500 public and private companies worldwide trust PrecisionIR to provide them with best-in-class investor outreach solutions.

About Bloomberg Markets magazine

Bloomberg Markets magazine serves the global financial elite, providing insight and perspective on the companies, trends, issues and people that move the world's markets. Bloomberg Markets readers are the youngest and most affluent among all financial and business publications. Bloomberg Markets magazine's rate base is 355,000.