



NEWS

NIRI Virtual Chapter Launches New Website, www.nirivirtual.org

Enhanced Features include Members-Only Portal, Virtual IR UniversitySM, Virtual APP-titude; Enhanced Program Archives, and Online Discussion Forums

Nov. 17, 2011 The URL is about the only thing that stays the same. The National Investor Relations Institute's Virtual Chapter (NIRI VC) has dramatically redesigned its website -- www.nirivirtual.org -- to better engage the Chapter's global membership, enhance professional development and help shape conversations relevant to Investor Relations professionals. The new site offers:

- An enhanced eye-pleasing design with intuitive navigation and robust search capabilities;
- Virtual IR UniversitySM, an on-demand, video learning center with topics pertinent to investor relations (IR) practitioners;
- Virtual APP-titude, insight into digital news for IR professionals;
- Enhanced use of multimedia and interactive features to foster engagement;
- A searchable member directory to facilitate connecting with peers from similar industries, locations, and backgrounds;
- Meet a Member profiles designed to put a face to a name in a light-hearted manner
- Direct links to the Chapter's enhanced social media presence and digital dialogues;
- Members-only access to premium content such as programs, the Virtual IR University, Virtual Café Chat sessions and other professional development resources and archives.

"As a 'virtual' chapter with members scattered around the world, our website is our headquarters, our meeting space, and our community center all rolled into one," said Tricia Bergeron, Technology & Communications Committee chair, NIRI VC. "In redesigning our new website and renewing our focus on encouraging continuous education and online dialogue, we have created an unparalleled digital platform for connecting and communicating with our members."

"Our new site reflects our chapter's forward-thinking vision and commitment to meeting our members' needs," said Raj Mehan, NIRI VC president. "With our award-winning programs, curated content specific to IROs and the one-of-a-kind new features, such as the Virtual IR University, the website offers our members unparalleled value and professional development opportunities."

The site design and programming was executed by Pressley Johnson Design. A short video on the site's new features can be viewed at [by clicking here](#).

About NIRI Virtual: The NIRI Virtual Chapter is an award-winning, international community of IR practitioners offering professional camaraderie, idea exchange and exclusive training opportunities for its members. The second-largest NIRI chapter with 250+ members from 44 states plus Puerto Rico and 30 countries, the chapter uses technology, such as webcasts, teleconferencing and video, to connect its members and provide educational programs. Virtually all chapter activities are delivered digitally via www.nirivirtual.org.

The NIRI Virtual Chapter is sponsored by Broadridge®, FD, Ipreo, ACT Teleconferencing®, Business Wire®, Investor Candy, PrecisionIR®, and Pressley Johnson Design.

Contact: Raj Mehan
Director, Investor Relations & Assistant Treasurer – Steelcase Inc.
(616) 291-8711 rmehan@steelcase.com