



## **MIDWEST ANNUAL REPORT AWARDS WINNERS TO BE HONORED AT SEPTEMBER 25th LUNCHEON**

### ***NIRI Executive Linda Kelleher To Discuss SEC Advisory Committee on Improvements to Financial Reporting (CIFR) Recommendations; Mini-Workshop Focuses on Online Annual Reports***

CHICAGO, Sept. 10, 2008 - The winners of the 18th annual Midwest Annual Report Awards competition (previously known as the Triad Awards) of the Chicago Chapter of the National Investor Relations Institute (NIRI-Chicago) will be announced at a luncheon to be held on Sept. 25, 2008. The awards have honored the finest in annual reports among Midwest public companies since 1991.

The awards ceremony and a short video on the best recent annual reports from leading-edge design firms will be accompanied by a presentation by Linda Kelleher, executive vice president, National Investor Relations Institute. Kelleher will discuss the recommendations from the SEC Advisory Committee on Improvements to Financial Reporting (CIFR) and the opportunities they represent for investor relations professionals. The 2008 Midwest Annual Report Awards luncheon will run from 11:30 a.m. until 1:30 p.m. CDT at the Chicago Club on 81 East Van Buren Street, Chicago.

Preceding the luncheon program, at 9:30 a.m., the seventh annual mini-workshop and roundtable will focus on online annual reports, which are becoming increasingly sophisticated as companies evolve from posting PDF versions of the annual report toward providing an interactive resource for investors. Presenting at the workshop are Donna Sitkiewicz, director of corporate communications, Kraft Foods Inc.; Irma Villarreal, chief counsel and assistant corporate secretary, Kraft Foods Inc.; and Mike Miller, partner and creative director, Genesis Inc., who will discuss Kraft's approach to online annual reports. The mini-workshop is complimentary to members of NIRI-Chicago and included in the \$45 luncheon fee for non-members.

"Our September 25 programs underscore NIRI-Chicago's commitment to keeping our members informed about new trends in investor relations," said Kevin Kelly, president of NIRI-Chicago. "The National Investor Relations Institute has been working with the SEC Advisory Committee on Improvements to Financial Reporting on several of its proposals. We are fortunate to have Linda Kelleher of NIRI join us to discuss the proposals from an investor relations perspective. We also are fortunate to have members of Kraft's annual report team address the innovative approach Kraft is taking with online reporting at the morning's mini-workshop. We invite members and guests to join us for these informative programs."

The Midwest Annual Reports Awards are unique among annual report competitions in that three independent professions sponsor and evaluate annual reports from all public companies in the eight-state Midwest region. The judges are members of NIRI-Chicago; members of the American Institute of Graphic Arts (AIGA); and professors from DePaul University's Department of Finance. Judges from the disciplines represented by the organizations (investor relations, graphic design and academia) evaluate the reports submitted based on stringent criteria. No fees or memberships are required on the part of companies submitting annual reports to participate in the competition.

### **About NIRI-Chicago**

The Chicago Chapter of the National Investor Relations Institute (NIRI-Chicago) works to advance the practice of investor relations and meet the growing professional development needs of those engaged in the field. The members of NIRI-Chicago include corporate officers, consultants, service providers, academics, and others involved in the practice of investor relations, which is a strategic management responsibility that integrates finance, communication, marketing and securities law compliance. With approximately 200 members, NIRI-Chicago is one of the largest NIRI chapters in the United States and the recipient of several NIRI awards for large chapters, including Best Chapter, Best Special Events and most recently in 2008, Best Communications. For more information, visit [www.niri-chicago.org](http://www.niri-chicago.org).

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