



Australasian Investor Relations Association



MEDIA RELEASE

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ASX and AIRA to Launch Free Investor Relations Course for SMEs

The Australian Securities Exchange (ASX) and the Australasian Investor Relations Association (AIRA) are launching a national one-day education course entitled 'Successful Investor Relations Strategies for SMEs'.

The one-day intensive training course will be run by AIRA and co-hosted and sponsored by ASX. It will be held throughout Australia and address the particular needs of listed companies outside the ASX top 100. It is designed to provide delegates with a thorough understanding of the tools and techniques to establish a successful investor relations program. It will principally target senior executives of SMEs who assume the responsibility for, and/or need a practical understanding of, investor relations.

All ASX-listed companies outside the top 100 will have the opportunity to send one representative to one of these courses for free. Course numbers are restricted to 50 people per event and are being offered on a first-come, first-serve basis.

The course will feature presentations from some of Australia's most experienced investor relations and capital market professionals. There will also be representatives from ASX to discuss the market structures, mechanisms and regulations in place to support investor relations and the core services of capital raising and price discovery.

Richard Murphy, ASX General Manager, Equity Markets said: "ASX is committed to building its investor relations services for ASX-listed companies. We believe helping improve the awareness among small and mid-cap companies of the importance of investor relations will assist them in attracting and retaining institutional and retail investors. An effective investor relations program is critical to increase liquidity, raise capital and support an efficient, fully-informed market. This as an important initiative designed to educate companies about the investor relations tools and techniques they can employ on a day-to-day basis."

Ian Matheson, Chief Executive Officer, AIRA said: "We are delighted to be partnering with the ASX in the running of these courses this year. These courses are an integral part of our professional development program and the ASX's strong support for them should signal to all listed entities that their relationship with the market cannot be taken for granted and needs to be nurtured as the company grows. Indeed, there is growing evidence that the market is prepared to pay a premium for good investor relations and conversely to discount the value of a company that has poor investor relations."

The 'Successful Investor Relations Strategies for SMEs' course is being held on the following dates:

- Melbourne – 10 May 2010
- Adelaide – 12 May 2010
- Perth – 14 May 2010
- Sydney – 13 July 2010
- Brisbane – 15 July 2010

Due to high demand, course registrations for the Sydney, Melbourne and Perth venues have already closed, however registrations are still available in Adelaide and Brisbane. Listed companies wishing to register for one of these courses can contact AIRA directly on:

- Telephone: +61 2 9872 9100
- Email: administration@aira.org.au

Further details about the course can be found at: www.aira.org.au and www.asx.com.au/aira.

For further information:

Registration and Course Enquiries:

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About AIRA

The Australasian Investor Relations Association (AIRA) was established in 2001 to advance the awareness of and best practice in investor relations in Australia and New Zealand, and thereby improve the relationship between listed entities and the investment community.

The Association's 129 corporate members now represent over A\$692 billion of market capitalisation, over two thirds of the total market capitalisation of companies listed on ASX.

More information on AIRA can be found on www.aira.org.au