



Disclosure Checklist

	Broad Disclosure Through Trusted System	DIY – Web Disclosure
Editorial safeguards including trained editors reviewing content for errors	✓	
Highly developed layers of security and redundancy to avoid delays associated with systems and servers going down	✓	
Reach to local and industry trade media	✓	Must pay significant additional fees for media dissemination
Online visibility: distribution to thousands of websites, bloggers and interested journalists; posting on industry’s most trafficked website (www.prnewswire.com) and the only credentialed journalist/blogger site (PR Newswire for Journalists)	✓	Limited web distribution only
Monitoring & real-time reporting	✓	Must pay significant fees for real-time reporting and other analytics
Meets letter of disclosure	✓	In certain circumstances, but inconsistent practices can lead to selective disclosure
Meets spirit of disclosure	✓	
Level playing field for all investors to access information from public companies	✓	
Value of engaging shareholders through multiple & diverse channels	✓	
Cost savings	✓	✓