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## **WALEK & ASSOCIATES PRINCIPAL MARY BETH KISSANE ELECTED TO NIRI BOARD OF DIRECTORS**

**NEW YORK**, March 29, 2010 – Walek & Associates, one of the largest and fastest-growing independent, global financial and corporate public relations firms, announced today that principal and practice group leader Mary Beth Kissane has been elected to the National Investor Relations Institute board of directors for a four-year term.

Kissane will lead the association's advocacy subgroup, which ensures NIRI's more than 4,000 members are represented in new regulatory initiatives impacting the investor relations profession.

"In this rapidly changing regulatory atmosphere, the investor relations community needs a strong voice," said Kissane. "I am looking forward to working with Jeff Morgan and NIRI to build dialogue with important constituents and have a meaningful impact on the policies that will affect our industry for many years to come."

NIRI is a professional association of investor relations consultants and corporate officers responsible for communication between shareholders, corporate management, securities analysts and other financial community constituents. NIRI is the largest professional relations association in the world with over 4,000 members.

Kissane heads Walek's Investor Relations and Corporate Transactions Practice Group, which provides investor relations and media relations to both public and private companies. She also runs the firm's Professional Services and Financial Services Practice Group.

"I know that Mary Beth will bring the same commitment to knowledge, service and results that she employs with her clients to the NIRI board," said Thomas Walek, agency founder. "Additionally, I am excited to continue and further strengthen our long-standing partnership with the National Investor Relations Institute."

### **Walek & Associates**

Walek & Associates is one of largest and fastest-growing independent, global financial and corporate public relations firms. Founded in 1998 and with offices in New York and Hong Kong, Walek specializes in public relations and investor relations in capital markets, traditional and alternative asset management, professional and financial services, information and financial technology, and public companies in all sectors. From building visibility and brand to financial PR, financial transactions, product and service launches, and managing crises, Walek delivers results that help clients build business. [www.walek.com](http://www.walek.com).

Walek & Associates was recently named "Top Independent PR Firm" in the Financial/Investor Relations category by *O'Dwyer's PR Services Report* and received the Boutique Public Relations Firm award from *Hedge Fund Journal*.

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