

Every quarter your company goes on trial

The quarterly reporting process has become the single most important element in many IR programs. How do your formats, key messages and disclosure measure up?

Blunn & Company's Quarterly Report Audit will examine your entire quarterly reporting package – the news release, conference call, website posting and other elements – or simply the parts that concern you the most.

“The Quarterly Report Audit gave us a good perspective on how our reporting measured up and provided practical suggestions for improvement. It was a valuable exercise for us, one that we would recommend.”

– Siren Nieuwesteeg, Canadian Oil Sands Trust

What the Quarterly Report Audit does for you

It provides expert, third party perspective on the content and organization of the elements in your quarterly reporting. We look at disclosure issues, key messages, organization, format and timeliness. You tell us what is critical to you and we will make it our focus.

Some of the questions the Audit answers

- How does your interim MD&A measure up to new disclosure requirements and practices?
- How do your quarterly reporting elements compare with your peer group and with best practices?
- Are your messages in the news release and conference call clear and effective?
- Are you focused on today's investor needs, or stuck in traditional formats?
- How can you improve the process?



What the Audit delivers

- A comprehensive review of your quarterly print and audio communications content, with a focus on clarity, organization, key messages and disclosure.
- Clear, practical recommendations for improvement.
- A 25-point comparison of your practices versus a specified peer group.
- Samples of peer group and other best practices.

Why Blunn & Company?

We have been writing and critiquing quarterly reports for more than a decade. We understand the needs of investors, disclosure issues, and how to create an effective balance between financial analysis and key messages.

Since 1996, Blunn & Company has provided strategic counselling to 17 of the TSE 35 group of companies and many more small and mid cap clients.

How to find out more

Contact Chuck Midgette @ 416-368-8545 x 223
 Or e-mail us @ info@blunnco.com
 Or fax us @ 416-368-9282

And visit our website at www.blunnco.com.

We'd be happy to provide you with a list of Audit clients, show you samples of our work, discuss your particular Audit needs and provide a fee proposal.



For the latest views, news and research on global IR website trends visit www.irwebreport.com.

“We are concerned that the lack of compliance suggests a failure by management to meet its obligations to maintain a current level of knowledge of financial reporting requirements. Our findings also raise questions about how boards of directors and audit committees carry out their responsibility to monitor and challenge management on financial reporting matters.”

– The Ontario Securities Commission on finding 57 of 150 randomly selected quarterly reports to be inadequate. February 2002