

May 15, 2009



NIRI-South Florida Program to Discuss Career Progress and Branding Yourself For Tomorrow's Opportunities

FT. LAUDERDALE, FL, May 15, 2009 – The National Investor Relations Institute - South Florida Chapter (NIRI-SF) today announced it will hold a professional development panel discussion featuring local Investor Relations Officers and Counselors at its upcoming dinner meeting.

This NIRI-SF event will be held on Tuesday, May 19, 2009 beginning at 6:00 pm at the Renaissance Hotel located at 1230 South Pine Island Road in Plantation, Florida. The panel members are: Ian Bailey, Vice President of Investor Relations at Royal Caribbean Cruises Ltd.; Derek A. Fiebig, Vice President of Investor Relations at AutoNation, Inc.; and Charlotte Laurent-Ottomane, Founder and President of Nvestcom.

“In view of the current economy and its impact on Wall Street and jobs in corporate America, this event is very timely for corporate Investor Relations Officers and Investor Relations counselors to network with their peers and learn more about developing a road map to successfully execute their careers and brand themselves within their current organizations or prospective employers,” said Allison Tomek, President of NIRI-SF and Vice President of Investor Relations and Corporate Communications at VeriChip Corporation (NASDAQ: CHIP).

Program Cost for this NIRI-SF event is \$40.00 for NIRI Members and \$50.00 for Non-Members. Only cash and checks will be accepted at the door. Registration is required. To register, contact NIRI-SF Treasurer, Howard A. Goldman by email at hgoldman@crosscountry.com or by fax at 800.768.8128.

In addition, the NIRI Annual Conference is being held this year on June 7-10, 2009 at the Westin Diplomat Hotel on South Ocean Drive in Hollywood, Florida. The NIRI Annual Conference is the largest gathering of investor relations professionals in the world...and the event for education, networking, and sharing best practices. Attendees will gain insight to successfully communicate their company's value in volatile markets from top-name speakers, industry leaders and colleagues.

NIRI, founded in 1969, is the professional association of corporate officers and investor relations consultants responsible for communications among corporate management, shareholders, securities analysts and other financial community constituents. As the largest professional investor relations association in the world, NIRI's more than 4,000 members represent 2,000 publicly held companies and \$5.4 trillion in stock market capitalization. For more information, please visit www.niri.org.

NIRI-SF is comprised of Investor Relations practitioners from public corporations, consulting firms and associated financial services companies headquartered or doing business in Miami-Dade, Broward, Palm Beach and Martin Counties, Florida. In addition to being a resource for Investor Relations Officers located along a 150-mile corridor that extends from Miami to Stuart, NIRI-SF sponsors networking and professional development programs addressing the practices and issues facing today's investor relations professional. For more information, please visit <http://www.nirisouthflorida.org>.

For further information regarding NIRI-SF please contact: Howard A. Goldman at 877.686.9779 or hgoldman@crosscountry.com