



Corporate Weblogging Focuses on Investor Relations Blogs

Blogging can become a highly successful addition to an Investor Relations or Corporate Communications program. It can boost website traffic; increase visibility with investors and the media; provide a reason for shareholders and investors to visit a corporate website on a frequent basis; generate leads; demonstrate thought leadership; and improve search engine rankings.

Vancouver, BC, December 1st, 2006. – Business blogging specialist Corporate Weblogging www.corporatweblogging.com announced today the launch of its Investor Relations and Corporate Communications blogging programs. Corporate Weblogging is the first company to offer fully authored and managed corporate blogging and promotional services specifically designed for public companies.

“2006 was the year for early adopters of corporate blogs and there is now a substantial body of evidence that it’s a winning marketing and PR strategy” said George Fleming, founder of Corporate Weblogging. “A corporate blog offers smart public companies an exciting means of attracting the attention of investors, analysts and the media by positioning themselves as market leaders and innovators. No other investor relations or corporate communications tool since the introduction of the Internet has offered so much promise”.

Blogs Offer Public Companies Many Advantages

Blogging is ideally suited to public companies in particular. By their nature, public companies are on the leading edge of most business sectors. Blogging, by its nature, is about introducing and discussing leading edge ideas and products. A well defined and operated corporate blog can be an effective means of demonstrating expertise and thought leadership, expanding company visibility, building investor and media relationships, increasing search engine rankings, and enhancing credibility.

Six Key Reasons For Public Companies to Blog.

- 1) Increase online exposure and website traffic. Turn a corporate website into a knowledge center
- 2) Increase credibility. Establish your company as an industry or topic expert
- 3) Show potential investors, media, analysts, customers, prospects, employees and peers that you are an industry leader
- 4) Launch new products and services, generate buzz effectively and inexpensively
- 5) Evangelize your companies products and services and protect yourself when problems become public
- 6) Enhance disclosure and create a personalized conversation with shareholders, media and analysts

Small Caps Best Suited to Blogging

Small Cap companies are able to take advantage of the opportunities blogging offers in a more aggressive and targeted manner than many larger companies can. Smaller Cap business models tend to be simpler and more easily definable, and their products and technologies are more likely to be of interest to the early adopters and high powered internet users who make up a large portion of the investor blog audience.

Blogging is ideally suited to companies that are innovating or developing new markets. For instance blogging is highly popular in new and emerging sectors such as Alternative Energy, the Internet, Cleantech and Alternative Health. These sectors of the economy are generally dominated by small and micro cap companies.

Corporate Weblogging Provides Specialized Blogging Services

Corporate Weblogging's unique blend of Internet, Marketing and Blogging experience combined with many years of hands on experience in the public markets as investors, IR consultants, stock brokers and senior executives of emerging public companies provides the company with an unparalleled mixture of experience and success to draw from.

Corporate Weblogging offers a complete range of services for public companies including blog hosting and distribution, blog authoring, blog management and promotion, blogging strategy and suitability assessments, blog policy and governance development, and blog marketing programs.

Strategy Development is Key

Blogging is a strategic decision and has many possible implications. Developing and operating a corporate blog for Investor Relations or Corporate Communications can seem challenging to many public companies. At the same time the benefits of being an early adopter are overwhelmingly positive. It's for this reason that Corporate Weblogging offers consulting and strategic development services to public companies interested in starting their own blog or having one developed for them. Key deliverables include analyzing the online media and blogging landscape a company finds itself in and developing a targeted subject and content strategy. To deliver value, a blog should be created with a specific purpose in mind and with strict guidelines in regard to its subject matter and governance.

Blog Authoring Programs Provide a Turnkey Solution

Corporate Weblogging provides public companies with a turnkey blogging alternative which includes the complete design, set up, administration, governance, distribution, authoring and promotion of a corporate blog. Every blog is designed and written specifically for each client based on an opportunity and goals analysis undertaken by Corporate Weblogging and refined by conducting interviews with key executives, advisors, analysts and customers.

Blogs provide significant marketing and promotional opportunities. As part of each blog authoring program Corporate Weblogging provides a range of marketing services which can include search engine optimization, blog distribution and marketing, blogger relations, pay per post, banner and pay per click advertising, and press release optimization and distribution.

To view an example of a Blogging and Content Solution provided by Corporate Weblogging please visit www.smartcool.net

About Corporate Weblogging

Created to provide blogging and content solutions specifically for public companies, Corporate Weblogging offers a range of services specifically designed for Investor Relations and Corporate Communications needs. Corporate Weblogging has developed a set of proprietary blog and blog content web applications specifically designed for the unique requirements of corporate clients. From targeted content solutions to blog authoring and management systems to communications and RSS tools, our goal is to provide clients with a cost effective means of exploiting the tremendous opportunities that blogging and RSS offer.

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