



IR club

July 2010

Tools used for the creation and distribution of press releases – Survey among IR club members

General

Survey topic:

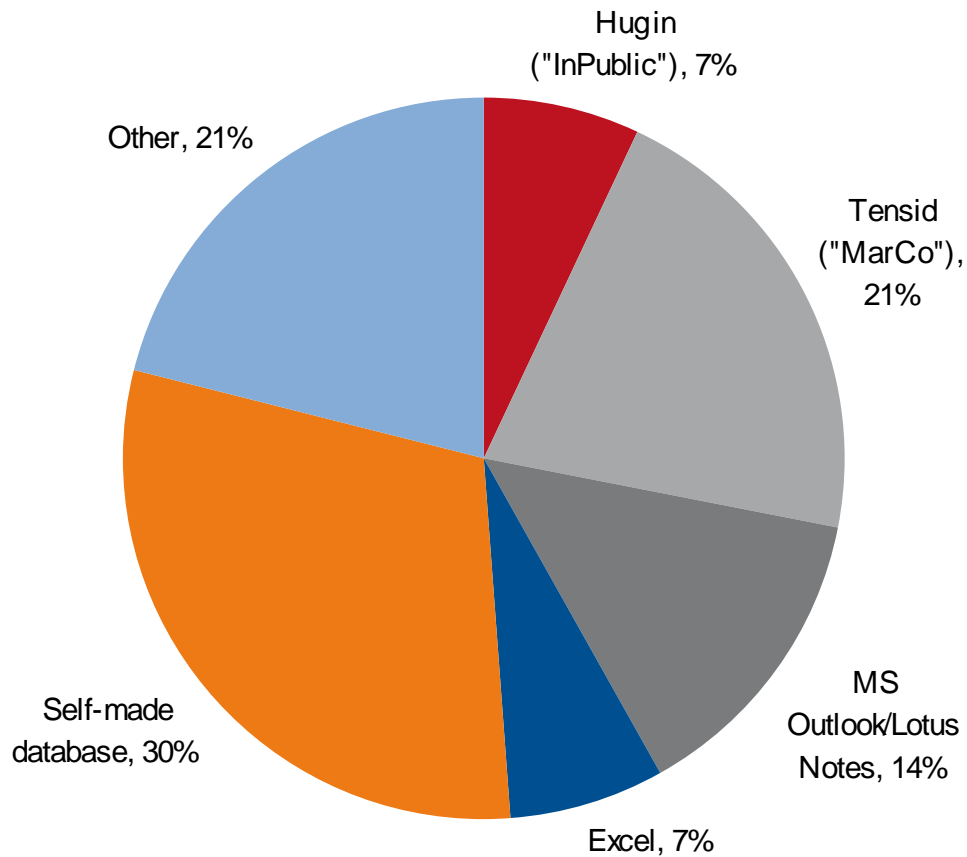
Synthes conducted a survey among the IR club members about their “Tools used for the creation and distribution of press releases”

The survey had 5 questions and a total of 28 members participated, 5 of which belong to the SMI. 25 members identified themselves, 3 remained undisclosed.

The results indicate that there is **a vast majority of companies** who seem not to utilize state-of-the-art technology in database-keeping and website publication integration.

Question 1:

What tool do you use for the maintenance of contacts who are supposed to receive press releases?

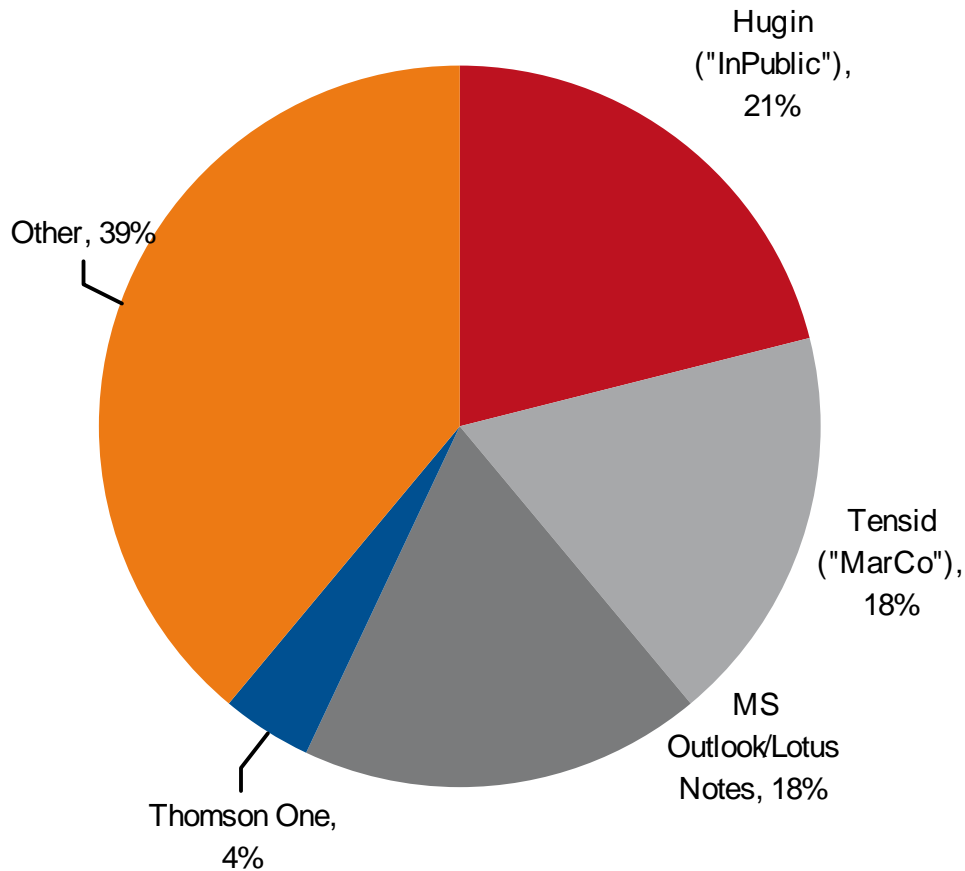


Other include:

- Convento / Equity Story
- Outlook and Excel
- Self made database for subscription service, Thomson One for analyst/investor contact list
- NewsAktuell
- Access
- Act 10!

Question 2:

What tool do you use for the creation of press releases?

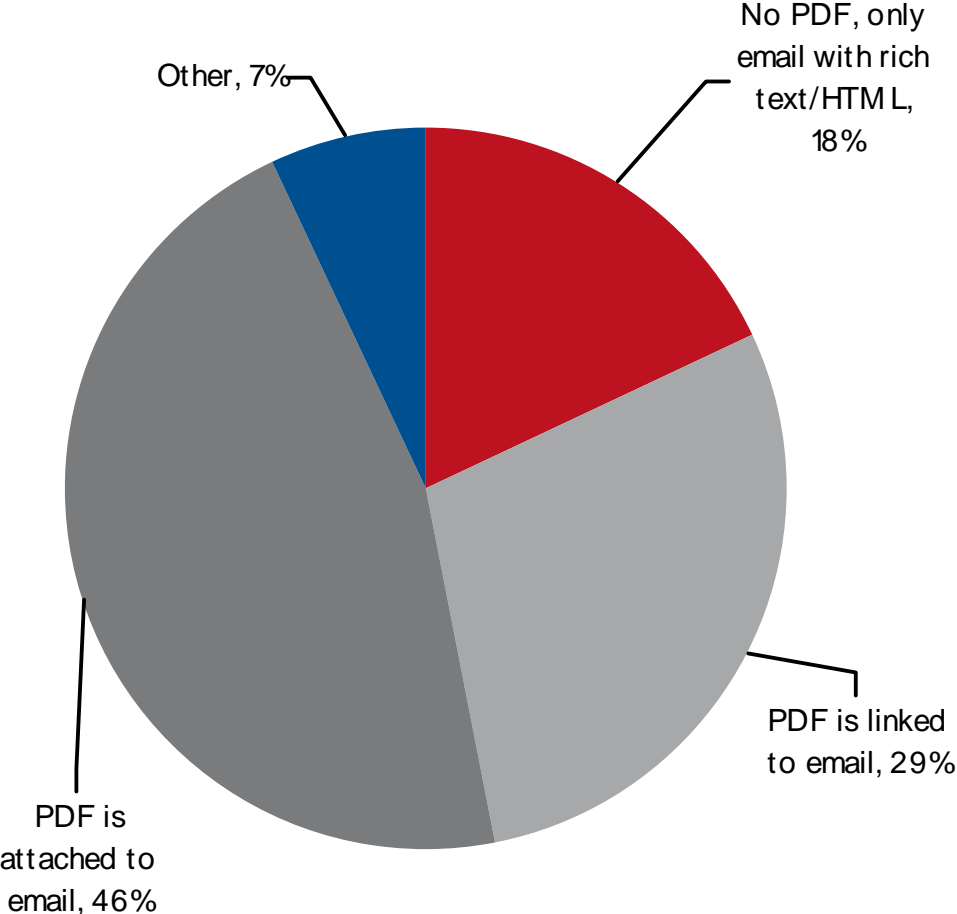


Other include:

- Convento / Equity Story
- Web content management system
- PR Newswire
- Premier Global Services
- Word
- NewsAktuell

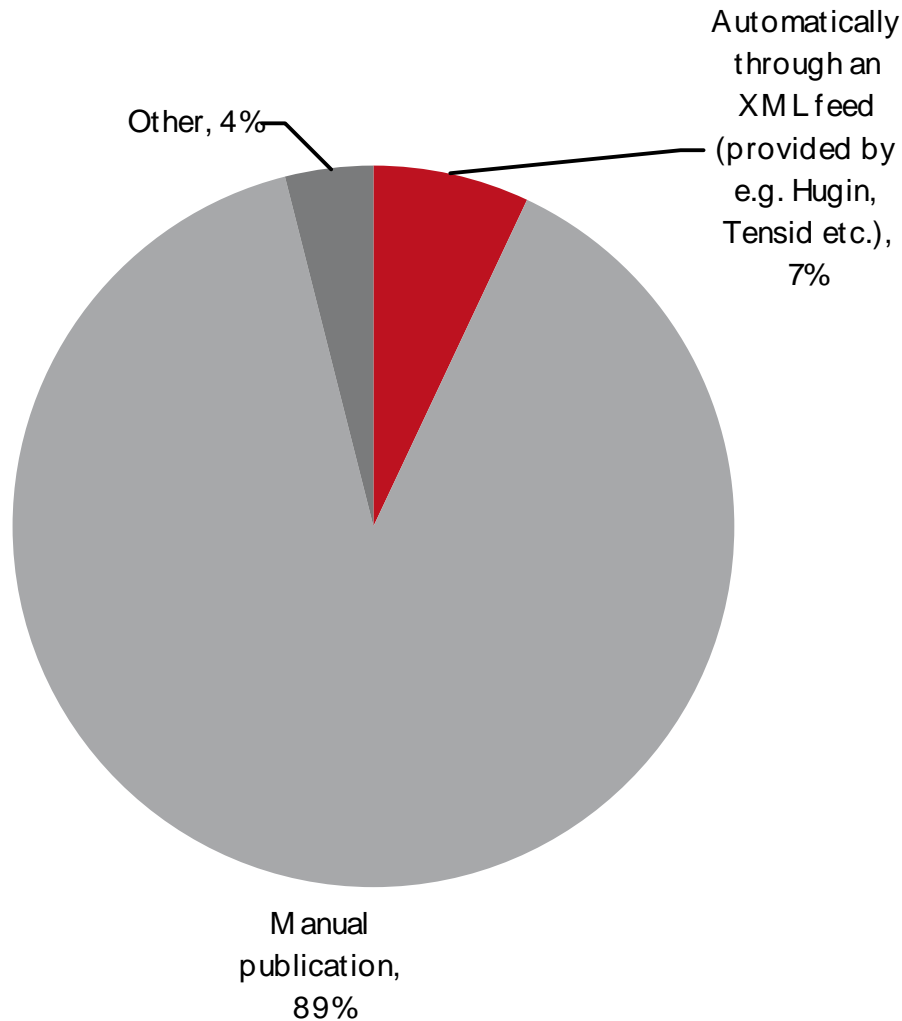
Question 3:

Do you publish PDF-files of your press releases?



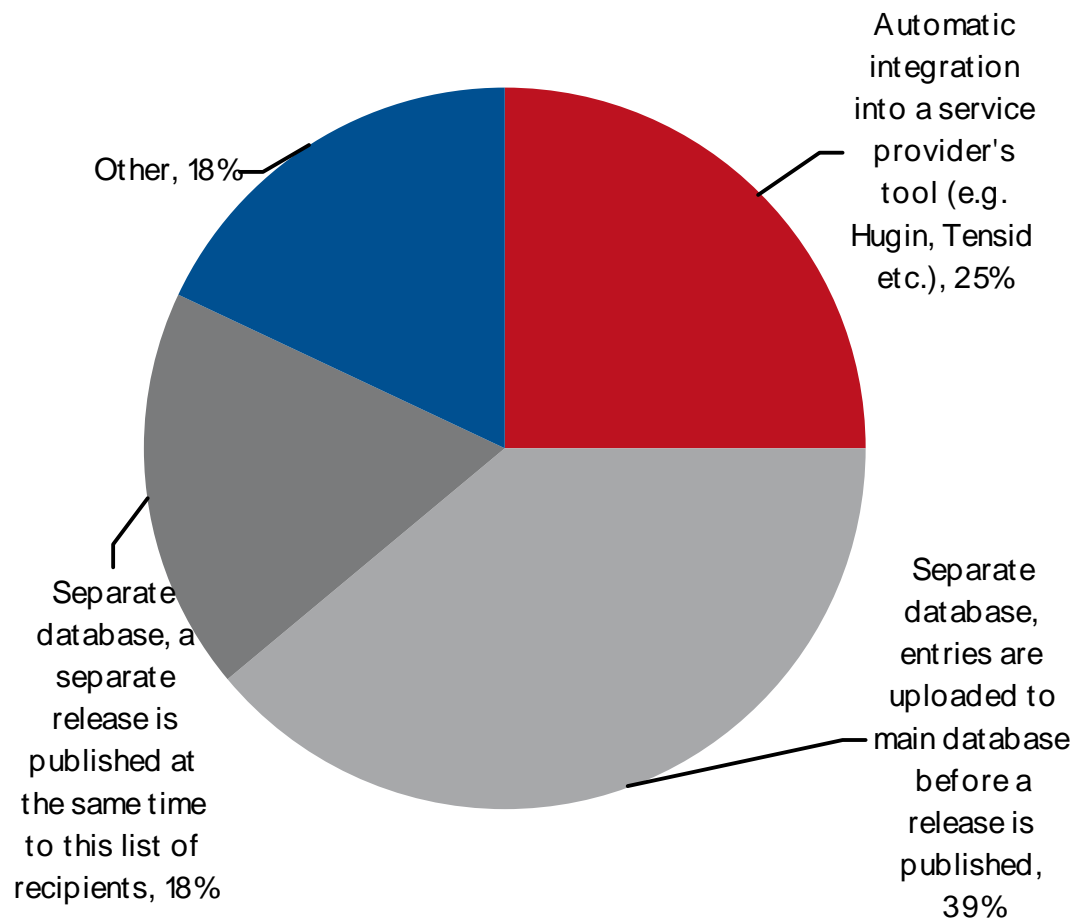
Question 4:

How do you secure the publication of your press releases on your company's internet site at the same time it is sent out?



Question 5:

How do you maintain the database of people who subscribe on your company's website to receive future press releases?



Other include:

- No separate database as we are managing the sending of the news alerts on our own.
- Registration on website for RSS feed only; individual requests are added manually to the distribution list
- MS Outlook FYI: We are currently in negotiation with Tensid and will most probably launch "MarCO" this summer.
- integrated in CMS
- Integrated in Act!