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**FOR IMMEDIATE RELEASE**

**DIGITAL POWER AND LIGHT SAYS NUMBER  
OF CORPORATE BLOGS TO INCREASE**

*Discusses Corporate Blogging By Public Companies At Niri Seminar*

**NEW YORK, March 2007** – The number of Fortune 500 companies with corporate blogs is expected to significantly increase according to Roger Wu, vice president of Digital Power and Light, a firm specializing in digital marketing strategies and services. Currently, despite publicity, relatively few do, based on an April 2006 survey by Socialtext -- which showed that only 5.8% of Fortune 500 companies had corporate blogs as of 2005.

Wu added that blogging is not limited to the written word but also encompasses multi-media including audio and video. He went on to cite Monitor110 and the integration of blogs into popular finance portals such as Yahoo! Finance as indicative of the changing landscape of information utilized by Wall Street.

Mr. Wu participated in a panel discussion on “Blogging and New Media Trends” at a National Investor Relations Institute (NIRI) sponsored event in New York on March 15, 2007.

The audience, comprised of IR corporate and agency executives, was especially interested in learning about how the blog can communicate with shareholders. The panel, in general, thought that



having a corporate blog was a good idea. Wu noted that Jonathan Schwartz from Sun Microsystems has openly asked the SEC, via his blog, for clarification on Regulation FD as to whether or not material information could be released using the Internet (eg, a company blog or Web site). To date, no official decision has been made by the SEC.

Wu also noted the significant influence even a single blogger can have with the example of shareholder Eric Jackson, who with his 45 shares is mounting his “Plan B” attack on Yahoo!. Armed with only his blog, a wiki, and his YouTube video, he’s been pledged control of about \$58 million worth of Yahoo shares.

Other seminar participants included Henry Blodget, CEO of Cherry Hill Associates, LLC, an Internet research and consulting firm and editor of *Internet Outsider*, an award winning blog; Paul Blalock, Senior Vice President of Investor Relations for SIRIUS and David Vinjamuri, President of Third Way Braintrainers, a leading marketing training firm and Adjunct Professor of Marketing at NYU.

For a list of useful blogs, Web sites, and resources recommended by Wu, please click [here](#).

Digital Power and Light was founded to harness the power of new and emerging media to deliver non-traditional marketing strategies. Unlike interactive ad agencies, Digital Power and Light takes a multi-marketing, multi-platform approach to the promotion of products, services and ideas for clients in a broad spectrum of industries, from consumer and B2B products, to healthcare, to professional services and financial organizations. The firm was founded by senior executives at G.S. Schwartz & Co., a 25-year old mid-sized, independent public relations agency based in New York.