

IR Shareflow

MZ Group Unveils IRShareflow – A New Interactive Trading Analysis Tool

IRShareflow delivers an interactive visualization of shareholder activity in a user-friendly, web-based platform.

Chicago, October 6, 2011 - MZllios, a wholly owned subsidiary of MZ Group, the leading provider of global capital market intelligence programs and investor relation technology solutions, is pleased to announce the launch of IRShareflow, an interactive web-based surveillance tool for monitoring and evaluating trading activity. This powerful new platform provides a unified view of stock trading history, highlighting institutional investor, hedge fund and retail investor activities, aligning this information to earnings, conferences, roadshows, and events.

“IRShareflow, powered by MZllios’ internal proprietary database, the most robust in the industry, brings dramatically expanded capabilities of automation to the surveillance function. It is the closest thing to real time in the industry”, says Enzo Villani, President of MZ Group North America and CEO of MZllios.

IRShareflow empowers corporate management teams with insight into the drivers of their stock and features an intuitive dashboard that provides complete accuracy in ownership trends. Available now, this elegant platform provides a visual understanding to important trends in shareholder makeup including:

1. Who is responsible for a pre or post-earnings run-up?
2. How did the market react to a material announcement or event?
3. Which types of traders are driving liquidity?

“For a company seeking to run a pro-active IR program, IRShareflow delivers powerful content through a low cost, highly efficient, automated platform”, explains Nick Trikolos, President of MZllios.

For more information on IRShareflow, visit irshareflow.com or to schedule a demo, call 312-261-6400 or email info@mzllios.com.

About MZllios

MZllios (www.MZllios.com) is a wholly owned subsidiary of MZ Group (www.groupmz.com) in North America. MZ Group is the world’s largest independent global investor relations and corporate communications firm, providing innovative, customized services to domestic and multinational companies through a unique, fully integrated “one-stop-shop” business model. With offices in New York, Chicago, San Diego, São Paulo, Beijing, Shanghai, Hong Kong and Taipei, MZ has 300+ professionals serving more than 530 clients located throughout 10 countries.

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