

## **MIRUS COMMUNICATIONS INC.**

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### **MIRUS' IR-101 PRESENTED TO UNIVERSITY OF GUELPH/HUMBER STUDENTS**

**BRAMPTON, ONTARIO, April 11, 2006** -- Mirus Communications Inc.'s President Paul Caulfield gave a presentation today to the first year students in the University of Guelph/Humber's unique degree/diploma hybrid program in Public Relations. The presentation, entitled IR-101, dealt with the fundamentals of investor relations and was an abbreviated version of a workshop that Caulfield has delivered to a number of public companies and industry associations.

Caulfield's presentation touched on disclosure and materiality, the IR cycle, target audiences, program planning, corporate governance, and managing expectations. The session began with a humorous look at the recent Tim Hortons IPO and ended with a lively Q&A session period.

This was Caulfield's second year of addressing a class at Guelph/Humber. Last year he presented a case study from his investor relations practice. The Guelph/Humber students are taking a course entitled Corporations and Agencies, which looks at entrepreneurship, public companies, and PR agencies.

Paul Caulfield has provided financial marketing and strategic communications for a number of Canadian companies including: Denison Mines, Sleeman Breweries, Clarica, Hydro One, Spar Aerospace, DuPont Canada, and Stuart Energy. In addition to ongoing investor relations program development and implementation, Caulfield has consulted in M&A situations, developed and executed integrated communications plans, and has advised on equity roadshows.

For further information about Mirus Communications Inc.'s IR expertise, please contact:

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